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FISH AND SHELLFISH CONSUMPTION IN PUBLIC EATING AND DRINKING PLACES

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UNITED STATES DEPARTMENT OF THE INTERIOR
FISH AND WILDLIFE SERVICE

EXPLANATORY NOTE

The series embodies results of investigations, usually of restricted scope, intended to aid or direct management or utilization practices and as guides for administrative or legislative action. It is issued in limited quantities for official use of Federal, State or cooperating agencies and in processed form for economy and to avoid delay in publication.

United States Department of the Interior, Fred A. Seaton, Secretary
Fish and Wildlife Service

FISH AND SHELLFISH CONSUMPTION

IN

PUBLIC EATING AND DRINKING PLACES

Volume I

Regional, Type of Establishment, City Size and Sales Size Analysis of United States Total Response to Questionnaire

Special Scientific Report: Fisheries No. 218

Washington, D. C.

June 1957

FOREWORD

As one part of an overall plan under the Saltonstall-Kennedy Act (68 Stat. 376) to assist the fishing industry in the production and marketing of its products, the Fish and Wildlife Service undertook a nationwide survey of public eating places for the purpose of developing basic information about the public feeding market for fishery products. A sample of proprietors of such establishments or their representatives were asked various questions pertaining to the manner in which fish and shellfish were sold, the manner in which they were purchased, suggestions for improvements in fishery products and other questions.

This is the first time that a nationwide fish and shellfish survey of this kind and scope has been undertaken. As a result of this survey the Fish and Wildlife Service and the fishing industry now have information on the quantity used and the consumption pattern of fish and shellfish in public eating places. In any plans for promoting fish consumption, the fishing industry now knows that eating establishments represent a most fertile field; notably so in drinking places and drug stores, and to a lesser extent in restaurants and cafeterias. The fishing industry, no doubt, will be encouraged by the survey finding that increased sales of fishery items is looked upon with favor by the proprietors of public eating places since profits from fishery products are relatively high when compared with other protein foods.

The data on which the study is based were collected by the Bureau of the Census during the last two weeks of May 1955 in accordance with an inter-agency arrangement between the Fish and Wildlife Service and the Bureau of the Census made to utilize the field and statistical tabulating staff of that agency.

The plan for the survey was developed in the Economics and Cooperative Marketing Section of the United States Fish and Wildlife Service under the guidance of the Chief of the Section, Dr. Richard A. Kahn, and the Assistant Chief of the Section, Walter H. Stolting. Both supervised the execution of the plan. The questionnaire and specifications for the survey work were developed by Noriar Pahigian, Statistician. Adolph Scolnick, Statistician and Noriar Pahigian prepared the final report. In checking the tabulated material, Evelyn Kramer, Statistical Assistant and Donald FitzGibbon, Commodity Industry Analyst were helpful.

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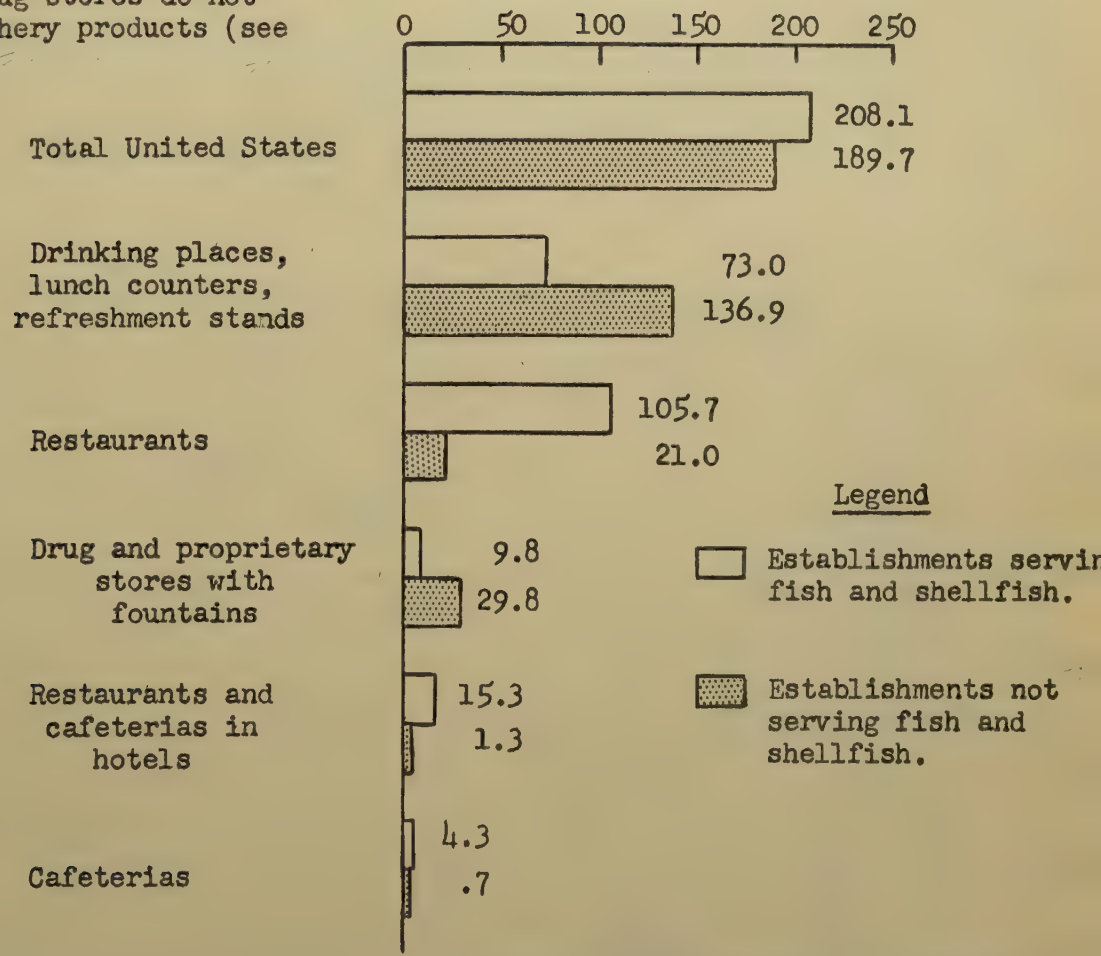
About 208,000 of the 398,000 public eating places in the United States serve fish and shellfish.

For restaurants as a single group, 21,000 or 17 percent of a total of 127,000 do not serve fishery products. However, 75 percent of the 40,000 drug stores do not serve fishery products (see table 3).

Distribution of establishments in the United States reporting whether or not fish or shellfish is served

(Number of establishments in thousands)



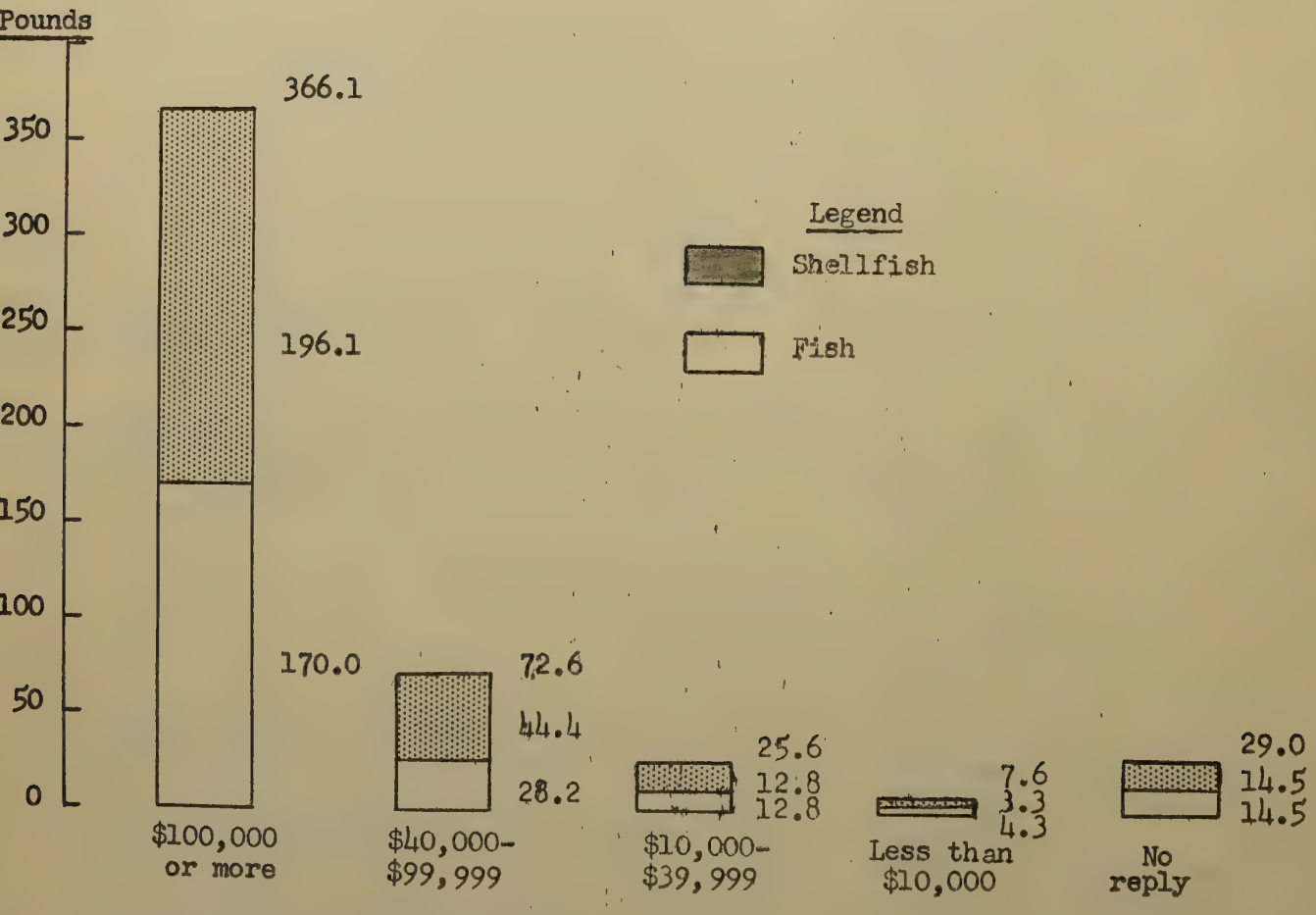
Six out of ten public eating places serving fish or shellfish sell more dinners prices at $1 or less than any other price range.

Seven out of ten public eating places serving fish or shellfish have cold storage space for keeping frozen fish and shellfish.

Two out of ten public eating places serving fish or shellfish are limited in the use of frozen fish or shellfish by lack of convenient or sufficient storage space.

Public eating places serving fish and shellfish in the United States have an average inventory of 23 pounds of frozen fish and 26 pounds of frozen shellfish in freezer or cold storage. The average inventory of establishments with annual sales of $100,000 or more is approximately 16 times greater than the average for all other sales sizes combined.

Pounds of frozen fish and shellfish held per establishment in freezers or cold storage, by sales size

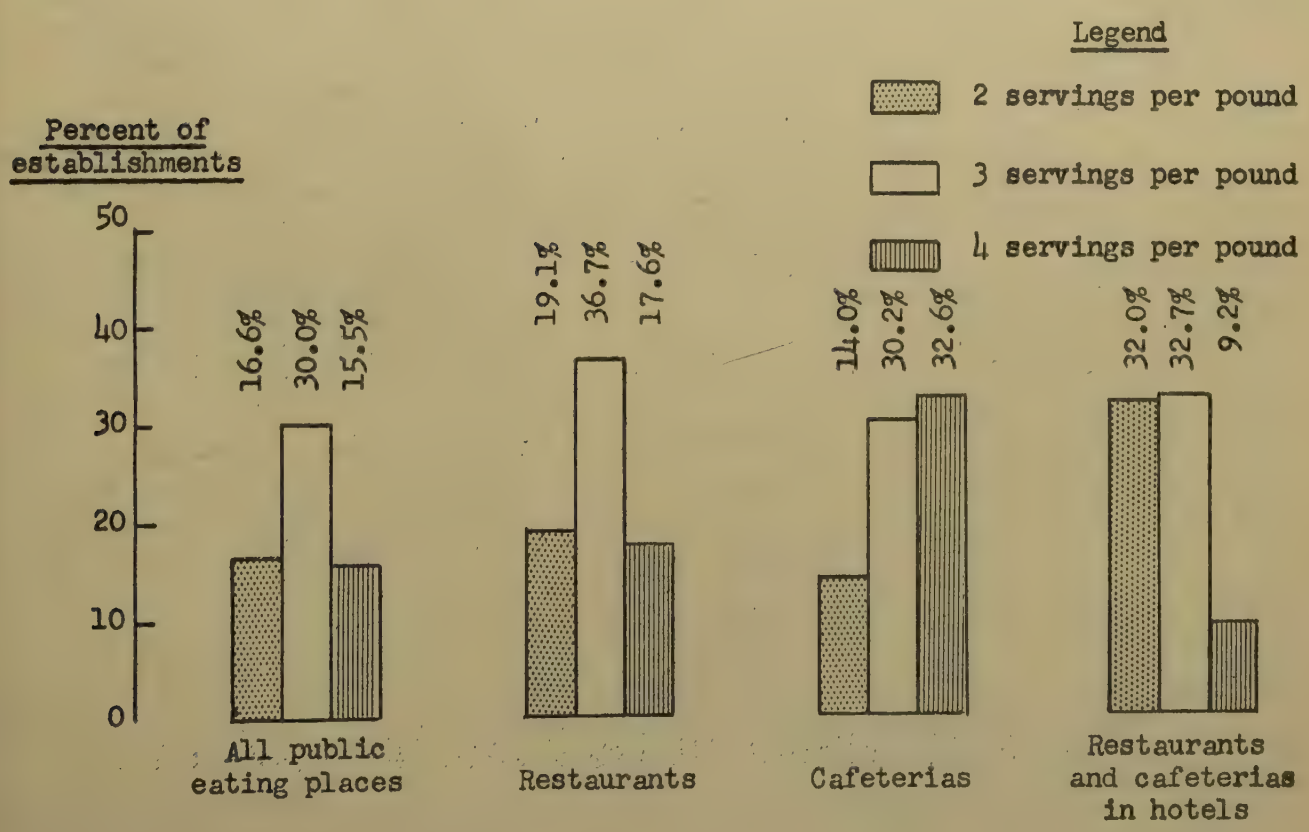


Purchases of fish and shellfish in each calendar quarter as percent of total purchases are relatively uniform indicating no significant differences in sales of fish and shellfish meals from season to season.

Seventeen percent of all main dish meals served in public eating places which serve fishery products are fish and shellfish meals. Between 10-20 percent of all sandwiches served in public eating places which serve fishery products are fish or shellfish sandwiches.

Thirty percent of all public eating places get three servings per pound of fish fillet. As can be seen in the chart below, hotel eating places serve larger portions of fish fillets than cafeterias.

Percent of public eating places serving fish and shellfish distributed by number of servings per pound of fish fillets, by type of establishment



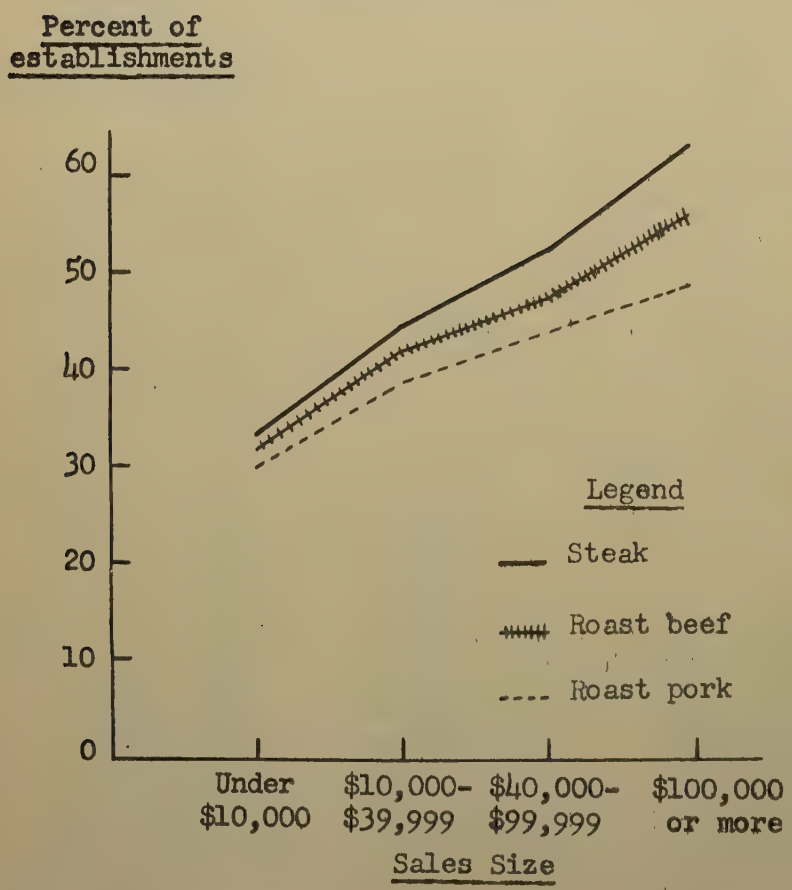
Tuna followed by haddock, flounder, halibut, ocean perch, cod, pike, catfish, salmon and yellow perch are the first choices of public eating places serving fish. Shrimp, oysters, scallops, lobsters and clams in that order are the first choices of eating places serving shellfish.

The greatest selection of fish and shellfish meals are offered on Friday.

Seven out of ten public eating places offer fish and shellfish each day of the week.

The menu price of fish and shellfish is the same in the summer as in the winter.

Percentage of public eating places reporting greater profit from fish or shellfish than from meat items, by sales size



Between six and seven out of 10 public eating places serving fish and shellfish reported they made more or the same profit from a serving of fish and shellfish as from a serving of steak, roast pork, roast beef or chicken. When profits from fish servings are compared with meat (steak, roast pork, and roast beef) it was found that the proportion of proprietors indicating greater profit per serving of fish increased with sales (see figure at left).

Six out of ten public eating places indicated there was no disadvantage to serving fish or shellfish.

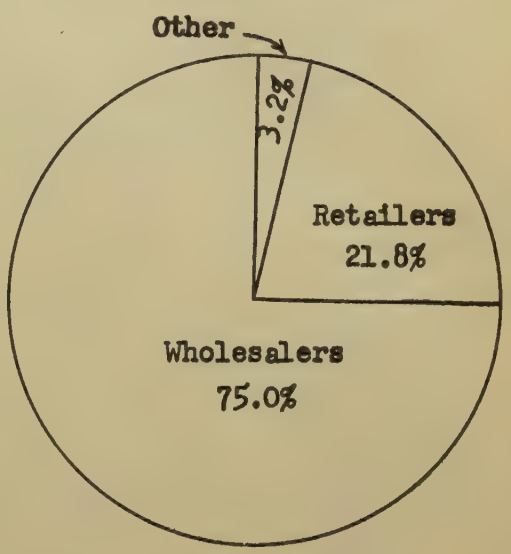
Frozen-uncooked, fresh (as distinguished from frozen or canned) and canned fish and shellfish are the principal ways in which fish or shellfish are purchased.

As illustrated in the chart at the right, seventy-five percent of all public eating places purchase supplies of fish and shellfish from wholesalers. The others usually favor retail stores.

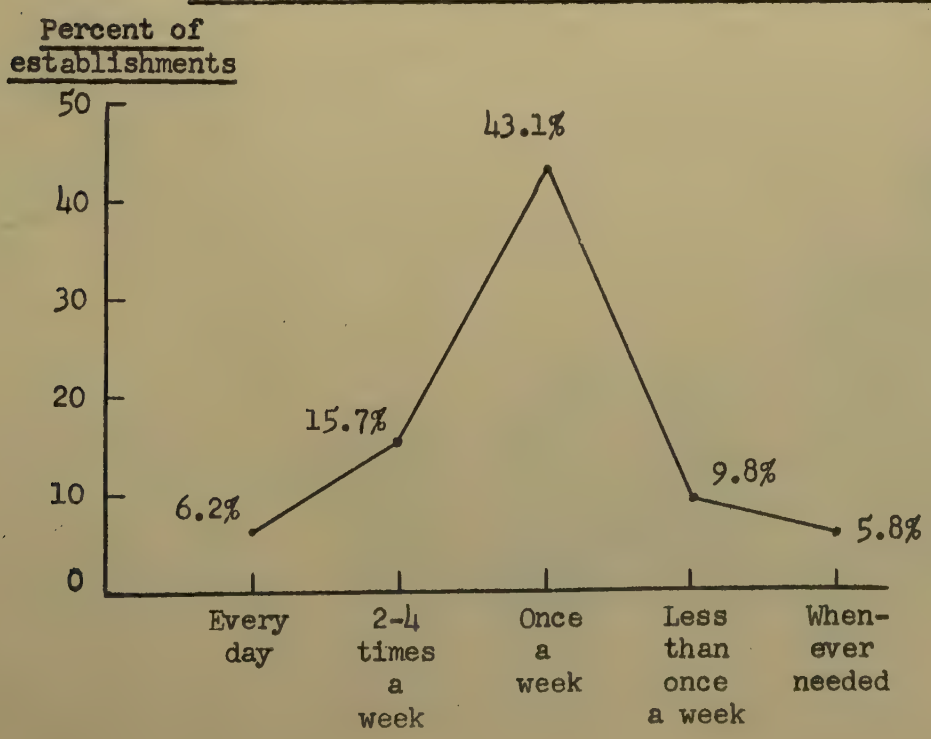
Two-thirds of all eating and drinking places are within 10 miles of their supplier of fish and shellfish.

Forty-three percent of the public eating places purchase supplies of frozen fish and shellfish once a week; sixteen percent purchase 2-4 times a week; six percent purchase daily (see figure below).

Percentage of public eating places indicating type of supplier of fishery products



Percentage of public eating places indicating frequency of ordering frozen fish or shellfish

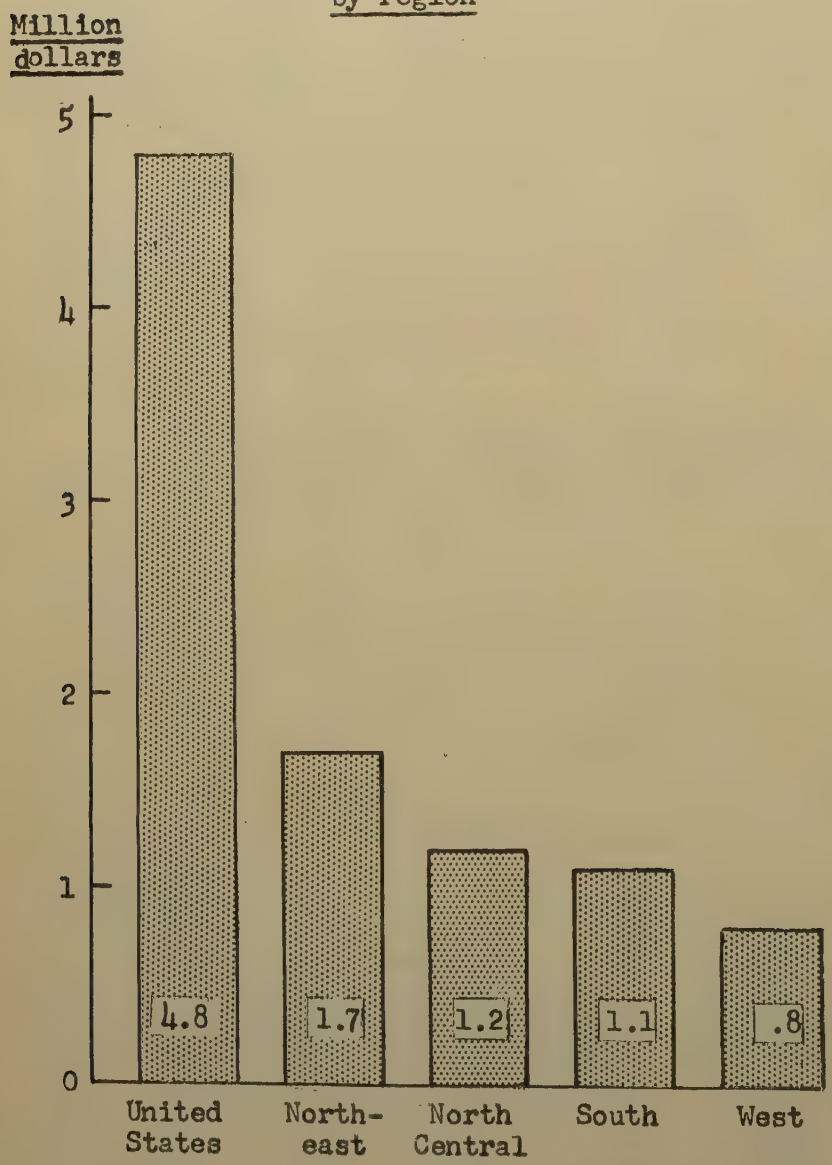


More than seven out of ten public eating places are supplied with fish and shellfish by suppliers who do their own delivery; the others pick up their own supplies.

Half of all public eating places, or two-thirds of those who expressed an opinion, favor grade and quality standards for fish and shellfish.

Four out of ten eating places offered suggestions -- such as a need for more publicity, lower prices, improved quality, standards for grades, etc. -- on how the fishing industry might help them sell more fish and shellfish.

Value of fish and shellfish purchased by public eating places during one week period (May 1955) by region



In one week during the survey conducted in May 1955 public eating places purchased 7.6 million pounds of fish and shellfish valued at 4.8 million dollars (see figure at left) and averaging 64 cents per pound. Fish averaged 43 cents per pound and shellfish averaged 84 cents per pound. The price of fresh fish was considerably higher than frozen fish in the Northeast, North Central and Southern regions. In the West the differential was not very great. Frozen fish was priced lowest in the South and highest in the West.

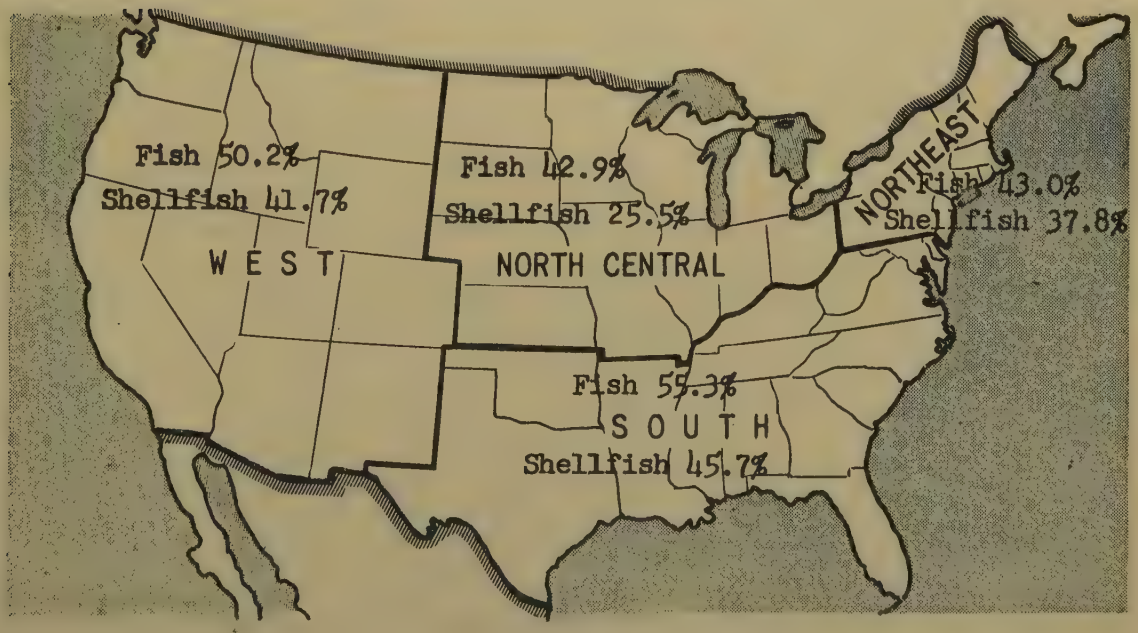
Fresh shellfish was priced higher in the North Central, South and West than in the Northeast.

Eight species of fresh fish, four species of frozen fish and three species of canned fish were the principal fish purchased in the seven day period. Fresh flounder, halibut, whitefish, haddock and salmon were the principal fresh fish. Cod, halibut, haddock and ocean perch are the principal species of frozen fish purchased. Tuna salmon and sardines are the principal canned fish. Shrimp, lobsters and scallops, in that order, comprise the popular species of both fresh and frozen shellfish.

Fish and shellfish specials on menus and suggestions by waiters are the two most effective methods used by public eating places to promote sales of fish and shellfish.

About half of the eating places said offering "fresh" fish would help sell more fish meals. About one-third believed offering "fresh" shellfish would sell more shellfish dishes. For response by region see map below.

Percentage of establishments reporting that offering "fresh" fish and shellfish would help sell more fish and shellfish meals



About 52 percent of the establishments indicated that publicizing vitamin content, food value, etc., would sell more fish and shellfish.

Half of the eating places were interested in booklets and demonstrations in their area if offered by the United States Department of the Interior. Recipes and ways for preparing tasty and attractive dishes are two types of things which should be covered.

Half of all the public eating and drinking places served no fish or shellfish, and of these, one-third indicated they sold only the speciality of the house -- obviously not fish or shellfish. Others indicated fish and shellfish was too costly or too difficult to handle, etc.

Nine out of ten public eating places serving fish or shellfish are open for business 6 - 7 days of the week.

About 3 out of 10 public eating places serving fish or shellfish specialize in steaks or chops, Italian or Chinese food, or fish or shellfish, etc.

INTRODUCTION

Background Data

Eating and drinking places constitute an important market for food products estimated to represent about 27 percent 1/ of the total value of all food and beverages marketed for human consumption. It is estimated that fish and shellfish sales in public eating places during 1955 amounted to well over $250,000,000 at the retail level. In terms of volume, they amounted to about 25 percent of the total quantity of all fishery products marketed in the United States. For fresh and frozen fish, the proportion consumed in public eating places is estimated at 37 percent while that for shellfish is about 51 percent.

Table 1 shows the proportion of various types of fishery products marketed through public eating places.

1/ Based on preliminary report "1954 Census of Business" Series PR-1-1, Bureau of the Census, January 1956.

Table 1

ESTIMATED PROPORTION OF TOTAL FISH AND SHELLFISH CONSUMPTION MARKETED THROUGH PUBLIC EATING PLACES, BY MARKET FORMS, 1955

Item	Estimated percent of total consumption in public eating places 1/
Fresh and frozen fish	37
Fresh fish	38
Frozen fish	36
Canned fish	5
Fresh and frozen shellfish	51
Shrimp	60
Lobster	81

1/ Estimates of annual consumption of fish and shellfish in public eating places were based on reported purchases during a one-week survey period in May 1955 for the three most popular species sold in any given establishment. Estimates of total annual consumption of fishery products were based on landings plus imports minus exports. Because of the restriction to the three most popular species of fish and shellfish, the figures shown are minimum values. In addition, the expansion of one-week data to annual figures necessarily makes these estimates of questionable reliability.

With evidence that food consumption outside the home is on the increase, and with United States population expected to increase by 25,000,000 within the next ten years, it is no wonder that the fishing industry is becoming more and more interested in the public feeding field as a market for its products. The fishery industry is aware of the potential for increasing its sales to public eating places. Yet, it finds relatively little market research material available to guide it in its work.

This project was designed to contribute more information to aid the fishing industry and general public in obtaining a better understanding of the present use and outlook for future use of fishery products in public eating places.

The Public-Eating-Place Market for Fishery Products

The public feeding industry is among the best of all potential markets for fishery products. Most restaurateurs and managers of public eating places which serve fishery products consider fish and shellfish a highly profitable menu item yet nearly half of the various types of public eating places in the United States serve no fish or shellfish. Also among those eating places which serve fishery products, the possibility of increasing sales of fish and shellfish is most promising. Some reasons for this are as follows:

(1) Fish and shellfish meals mean relatively greater profit when compared with most other major food items and

(2) Many people prefer to eat fish and shellfish at a restaurant or some other public eating place rather than at home.

How then, can the fishing industry develop this fertile field? The public eating place operator appears to think that there is a need and desire for a more vigorous educational and promotional program for fishery products, not necessarily by him since he is primarily interested in promoting more customers, but certainly by the fishing industry. He feels that if the beneficial qualities and food value of fish and shellfish were publicized more extensively, then he would surely sell more fish and shellfish meals.

But this is not all. Advertising and market promotion can induce a consumer to make an initial selection of a fishery item, but thereafter the product must sell itself. There must be on hand the item that is preferred by the consumer. It should be consistently of good quality and flavor in order to develop the "repeat" sales which provide a firm basis for a prosperous business. Here is where a knowledge of the requirements of the public eating place market, the buying practices, methods of handling and consumer preferences are most needed by the fishing industry. How far must the eating place go in order to get the kind of fish and shellfish they want? How great is the need for specific and detailed standards for grading the quality of fishery products? To what extent would portion control in the form of pre-packaging by the fishery industry eliminate "guess cutting" by kitchen help and save the eating place operator time and trouble in better serving his customers? These are some of the problems encountered in this field. This study contains information on this and like subjects which should help in formulating solutions to such problems.

Before World War II only a limited number of fish processors catered to the mass feeding industry which largely preferred fresh fish and shellfish. Since then frozen and processed fish and shellfish have made great inroads into this market and more and more processors are finding a market for their products among eating establishments.

During 1955 it is estimated that 51 percent of the purchases of the principal fishery products made by public eating places were in frozen form while only 43 percent were bought in the fresh (unfrozen form). The remaining 6 percent were canned fishery products. Purchases of cured fish such as salted cod, pickled herring, etc., were made but these were a minor amount. Only 3.5 percent of the public eating places serving fish and shellfish reported purchases of such items and a large part of this group bought only small amounts.

The eating place operator, faced with rising material and labor costs, is now more than ever interested in buying at reasonable prices fishery items that are nearly "ready to serve". But he wants to do this and still give his customers what they want, namely, good quality fish and shellfish.

Purpose of Survey

In a dynamic, competitive economy such as presently exists in the United States, the fishing industry must of necessity constantly work toward improving its old markets and developing new markets if it wishes to maintain its competitive position. It needs to know which areas, groups or segments of the nation are low in fish and shellfish consumption; what factors are limiting the consumption of fishery products in both the home as well as "away from home"; and what fishing industry practices are most in need of improvement. The research efforts of this project were directed towards an attempt to answer some of these questions, with respect to public eating places use of fish and shellfish.

Specifically, the objective of this survey was to collect and to develop information on the form, type and quantity of the various species of fishery products purchased by restaurants and other public eating places during a representative one week survey period in May 1955.

Other important objectives were, (1) to ascertain the factors which influence the use or non-use of the various forms of fish and shellfish by public eating places, (2) to determine the source of supply of fishery products, prices and other characteristics of purchases, (3) to obtain opinions as to preferences of respondents regarding quality of fishery products purchased, methods of cooking, prices of servings, size of portions, and comparative prices of fish and non-fish meals.

SURVEY METHOD

The field work for the nationwide sample survey of public eating places was conducted by the Bureau of the Census during the last two weeks of May 1955. Owners or managers of 4,630 establishments, representing

proportionately the different types of public eating places in the United States were selected for personal interview on a scientific random sampling basis.

The survey was designed by the sampling staff of the Bureau of the Census with sufficiently small sampling variability to give reliable estimates on the subjects studied for the United States and somewhat less reliable estimates for the four geographic regions. Publication of data for smaller areas was not attempted because such figures would have produced estimates of questionable reliability or would have required a sample considerably larger than that which was used and would have added considerably to the cost of the survey. A map of the four geographic regions used in this study is shown as Figure 1 on the following page.

The data presented in this report represent expanded figures and percentage distributions of the replies, based on the 4,630 sample establishments. These data present estimates of the response of all establishments to which a particular question and its summary applies. Cooperation was received from 90 percent of the 4,630 respondents, an exceptionally high proportion. For the 10 percent not reporting, an adjustment of the data was made by distributing the non-respondents in the same proportion as those responding.

In the summaries of the results of the survey which follow, the United States total figures are first broken down to show the total response all public eating establishments for each region. This analysis is then followed by analyses by type of establishment, by city size and by sales size 2/ of business respectively.

Scope of the Study

The universe from which the sample was chosen consists of any public eating or drinking place in the continental United States which serves, for a profit, foods to be consumed on the premises and offers table and/or counter services.

2/ Sale size for each establishment was determined from reported total receipts from food served during 1954.

F I G U R E 1

Figure 1

United States by Geographic Regions

Included in this definition 3/ are:

Restaurants
Cafeterias
Hotel dining rooms and cafeterias
Drug and proprietary stores with fountain service
Lunch counters
Refreshment stands
Drinking places

Excluded by this definition are:

Soda fountains (not serving food)
Ice cream parlors (not serving food)
Roadstands (not serving food)

Also excluded are eating places operated by institutions and open only to inmates, members or staff personnel. These would include establishments such as restaurants or bars operated by country clubs, school cafeterias, hospitals, in-plant cafeterias, and establishments operated by the Federal Government on military posts.

The respondent who answered the questionnaire used, which is shown in Appendix A was any proprietor, manager, chef or any other qualified representative of the establishment who was responsible for the purchase or serving of food. The establishments which were covered in the survey were distributed in various areas of the United States and were selected on a stratified, random (probability) sample basis. The 230 primary sampling units or areas from which the establishments were taken are shown graphically in figure 2. Further details about the nature of the sample design for this survey are given in Appendix B.

Reliability of the Results of Survey

Quantitative data presented in this report such as purchases of fish and shellfish are based on reported activities during a one week period in May 1955. Any expansion of such figures to annual values is of necessity of questionable reliability. In addition, all estimates shown in this report are subject to sampling and non-sampling errors of various magnitudes. Although there is no method for actually calculating the latter every effort has been made to hold such errors to a minimum.

The sampling errors for the various statistics shown in the summaries can be calculated and are known. Table 2 presents information on the magnitude of the sampling errors for estimates made from the national and regional samples, by type of establishment detail. Additional tables presenting coefficients of variation for (1) aggregates for quantitative data, (2) number of establishments and (3) percentage of establishments reported in tables throughout this report will be found in Appendix C.

3/ Definitions of each type of establishment included in the study will be found in Appendix A.

F I G U R E 2

Map United States

Geographic distribution of

230 primary sampling units

Survey of Public Eating Places

Figure 2

GEOGRAPHIC DISTRIBUTION OF 230 PRIMARY SAMPLING UNITS INCLUDED IN SURVEY OF PUBLIC EATING PLACES

Table 2

SAMPLING TOLERANCES FOR ESTIMATED NUMBER OF ESTABLISHMENTS APPEARING IN ANY PART OF SUMMARY TABLES

Number of establishments in estimate	Sampling tolerances (2 out of 3 probability level)		
	All kinds of business in the survey	Restaurants or cafeterias (including those in hotels)	Drug and proprietary stores or "other" category
1,000	540	410	700
2,000	760	580	980
5,000	1,200	900	1,550
10,000	1,700	1,300	2,200
20,000	2,400	1,800	3,200
50,000	4,000	3,000	5,000
100,000	5,000	4,000	7,000
200,000	8,000	6,000	10,000
500,000	10,000	10,000	15,000

To apply the table to an estimate in a summary table, find the line in column 1 of table 2 which is nearest to the number of establishments in the estimate for which sampling tolerance is desired. For any estimate except one involving a breakdown by a particular type of establishment obtain the approximate sampling error from the second column in the table. When the estimate is for a particular type of establishment such as restaurant, or drug or proprietary store with fountain service, use the third or fourth column depending on the type of establishment.

As an example of the use of the table consider the estimates of the number of public eating places obtaining their fish and shellfish supplies from wholesalers (table 55). In the Northeast Region an estimated 45,200 establishments of all kinds, received their supplies from wholesalers. Turning to column 1 of the table it is found that 45,200 is roughly 5/6 of the way through the range between the figures 20,000 and 50,000 shown in that column. By interpolation, the sampling error figure for the estimate 45,200 is 5/6 of the distance between 2,400 and 4,000 in column 2 or roughly 3,700.

This sampling error of 3,700 means that 2 times out of 3 the true figure of all establishments in the Northeast Region which purchase their fish and shellfish supplies from wholesalers will be within plus or minus 3,700 establishments of the estimate of 45,200. The true figure would be the figure obtained by taking a complete census of all the public eating place establishments in the Northeast Region.

The error or sampling tolerance figures in table 2 may be doubled and used with even less risk. For example, when desired, the figure of 3,700 in the above example may be doubled to 7,400. In this event it may be stated that 19 times out of 20 the true figure of all establishments in the Northeast Region which purchase their fish and shellfish supplies from wholesalers will be within plus or minus 7,400 establishments of the estimate of 45,200.

The analysis of the information obtained from the firms which participated in the survey is given in the following sections. For each topic covered in the survey there is usually shown in the analysis a breakdown of the United States total response by regions, by type of establishment, by city size groups and by sales size groups. The latter analysis refers solely to the sales size based on receipts from sales of food. For example, a large downtown drug store with sales of $250,000 or more per annum with sales in its lunch counter section of $50,000 per annum would be classified in the $40,000 to $99,999 sales size group. Whenever fewer than the above four types of breakdown of the data are shown it was either impossible or impractical to prepare the type of breakdown which is not shown.

Table 3

NUMBER OF ESTABLISHMENTS INCLUDED
IN THE SURVEY OF PUBLIC EATING PLACES
(Number of establishments in thousands)

Category	All public eating places	Serving no fish or shellfish		Serving fish or shellfish	
	Number	Number	Percent	Number	Percent
Region	397.8	189.7	47.7	208.1	52.3
Northeast	111.2	43.2	38.8	68.0	61.2
North Central	124.6	64.9	52.1	59.7	47.9
South	100.3	54.4	54.2	45.9	45.8
West	61.7	27.2	44.1	34.5	55.9
Type of Establishment	397.8	189.7	47.7	208.1	52.3
Restaurants	126.7	21.0	16.6	105.7	83.4
Cafeterias	5.0	.7	14.0	4.3	86.0
Restaurants or cafeterias located in hotels	16.6	1.3	7.8	15.3	92.2
Drug or proprietary stores with fountain service	39.6	29.8	75.3	9.8	24.7
Other1/	209.9	136.9	65.2	73.0	34.8
City Size (population)	397.8	189.7	47.7	208.1	52.3
500,000 or more	68.5	25.9	37.8	42.6	62.2
100,000 to 499,999	55.7	29.6	53.1	26.1	46.9
25,000 to 99,999	55.1	27.7	50.3	27.4	49.7
2,500 to 24,999	72.9	33.0	45.3	39.9	54.7
Less than 2,500	145.6	73.5	50.5	72.1	49.5
Annual Sales Size (from food)	397.8	189.7	47.7	208.1	52.3
$100,000 or more	15.8	.5	3.2	15.3	96.8
$40,000 to $99,999	28.9	4.1	14.2	24.8	85.8
$10,000 to $39,999	85.0	22.4	26.4	62.6	73.6
Less than $10,000	192.4	100.8	52.4	91.6	47.6
No reply	75.7	61.9	81.8	13.8	18.2

1/ Includes drinking places, lunch counters and refreshment stands.

Table 4

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH
INDICATING NUMBER OF DAYS OF THE WEEK OPEN FOR BUSINESS

(Number of establishments in thousands)

Category	All establishments		One to five days, and no reply		Six days		Seven days	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	9.9	4.7	85.0	40.8	113.2	54.5
Region								
Northeast	68.0	100.0	4.1	6.0	27.3	40.2	36.6	53.8
North Central	59.7	100.0	2.2	3.7	28.6	47.9	28.9	48.4
South	45.9	100.0	1.5	3.3	16.7	36.4	27.7	60.3
West	34.5	100.0	2.1	6.1	12.4	35.9	20.0	58.0
Type of Establishment								
Restaurants	105.7	100.0	3.8	3.6	46.5	44.0	55.4	52.4
Cafeterias	4.3	100.0	1.0	23.3	2.1	48.8	1.2	27.9
Restaurants or cafeterias located in hotels	15.3	100.0	.6	3.9	3.1	20.3	11.6	75.8
Drug or proprietary stores with fountain service	9.8	100.0	.6	6.1	2.3	23.5	6.9	70.4
Other 1/	73.0	100.0	3.9	5.3	31.0	42.5	38.1	52.2
City Size (population)								
500,000 or more	42.6	100.0	4.2	9.9	16.5	38.7	21.9	51.4
100,000 to 499,999	26.1	100.0	2.0	7.7	11.8	45.2	12.3	47.1
25,000 to 99,999	27.4	100.0	.7	2.6	12.2	44.5	14.5	52.9
2,500 to 24,999	39.9	100.0	.9	2.3	19.6	49.1	19.4	48.6
Less than 2,500	72.1	100.0	2.1	2.9	24.9	34.5	45.1	62.6
Annual Sales Size (from food)								
$100,000 or more	15.3	100.0	.7	4.5	3.3	21.6	11.3	73.9
$40,000 to $99,999	24.8	100.0	.6	2.4	9.6	38.7	14.6	58.9
$10,000 to $39,999	62.6	100.0	2.3	3.7	29.1	46.5	31.2	49.8
Less than $10,000	91.6	100.0	5.4	5.9	37.1	40.5	49.1	53.6
No reply	13.8	100.0	.9	6.5	5.9	42.8	7.0	50.7

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 5

PUBLIC EATING PLACES NOT SERVING FISH OR SHELLFISH
INDICATING NUMBER OF DAYS OF THE WEEK OPEN FOR BUSINESS
(Number of establishments in thousands)

Category	All establishments		One to five days, and no reply		Six days		Seven days	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	189.7	100.0	4.8	2.6	76.3	40.2	108.6	57.2
Region								
Northeast	43.2	100.0	.7	1.6	16.7	38.7	25.8	59.7
North Central	64.9	100.0	1.2	1.8	25.5	39.3	38.2	58.9
South	54.4	100.0	2.1	3.9	20.8	38.2	31.5	57.9
West	27.2	100.0	.8	2.9	13.3	48.9	13.1	48.2
Type of Establishment								
Restaurants	21.0	100.0	1.1	5.3	10.4	49.5	9.5	45.2
Cafeterias	.7	100.0	.1	14.3	.4	57.1	.2	28.6
Restaurants or cafeterias located in hotels	1.3	100.0	-	-	.2	15.4	1.1	84.6
Drug or proprietary stores with fountain service	29.8	100.0	.1	.3	4.6	15.4	25.1	84.3
Other 1/	136.9	100.0	3.5	2.6	60.7	44.3	72.7	53.1
City Size (population)								
500,000 or more	25.9	100.0	.7	2.7	9.3	35.9	15.9	61.4
100,000 to 499,999	29.6	100.0	.6	2.0	11.9	40.2	17.1	57.8
25,000 to 99,999	27.7	100.0	.5	1.8	10.5	37.9	16.7	60.3
2,500 to 24,999	33.0	100.0	.6	1.8	16.6	50.3	15.8	47.9
Less than 2,500	73.5	100.0	2.4	3.3	28.0	38.1	43.1	58.6
Annual Sales Size (from food)								
$100,000 or more	.5	100.0	-	-	.1	20.0	.4	80.0
$40,000 to $99,999	4.1	100.0	-	-	1.4	34.1	2.7	65.9
$10,000 to $39,999	22.4	100.0	.4	1.8	9.2	41.1	12.8	57.1
Less than $10,000	100.8	100.0	3.3	3.3	41.9	41.6	55.6	55.1
No reply	61.9	100.0	1.1	1.7	23.7	38.3	37.1	60.0

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 6
PUBLIC EATING PLACES SERVING FISH OR SHELLFISH
REPORTING ESTABLISHMENT'S SPECIALTY
(Number of establishments in thousands)

Category	All establishments		Steak or chop house		Fish and shellfish		Italian food		Chinese food		Other specialty		No specialty		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	10.0	4.8	4.7	2.3	8.7	4.1	2.5	1.2	34.4	16.6	146.9	70.6	.9	.4
Region																
Northeast	68.0	100.0	2.0	3.0	1.7	2.5	5.8	8.5	.8	1.2	10.6	15.6	47.0	69.1	.1	.1
North Central	59.7	100.0	3.4	5.7	1.0	1.7	1.0	1.7	.4	.6	9.5	15.9	44.1	73.9	.3	.5
South	45.9	100.0	2.4	5.2	1.4	3.1	.9	2.0	.3	.6	7.4	16.1	33.4	72.8	.1	.2
West	34.5	100.0	2.2	6.4	.6	1.7	1.0	2.9	1.0	2.9	6.9	20.0	22.4	64.9	.4	1.2
Type of Establishment																
Restaurants	105.7	100.0	5.6	5.3	2.9	2.7	5.9	5.6	2.3	2.2	14.5	13.7	74.4	70.4	.1	.1
Cafeterias	4.3	100.0	-	-	-	-	-	-	-	-	.8	18.6	3.5	81.4	-	-
Restaurants or cafeterias located in hotels	15.3	100.0	1.1	7.2	.3	2.0	.1	.6	-	-	1.3	8.5	12.1	79.1	.4	2.6
Drug or proprietary stores with fountain service	9.8	100.0	-	-	-	-	-	-	-	-	1.3	13.3	8.2	83.7	.3	3.0
Other 1/	73.0	100.0	3.3	4.5	1.5	2.1	2.7	3.7	.2	.3	16.5	22.6	48.7	66.7	.1	.1
City Size (population)																
500,000 or more	42.6	100.0	1.3	3.0	1.0	2.3	3.4	8.0	1.1	2.6	7.1	16.7	28.5	66.9	.2	.5
100,000 to 499,999	26.1	100.0	1.5	5.8	.4	1.5	.3	1.1	.6	2.3	2.9	11.1	19.8	75.9	.6	2.3
25,000 to 99,999	27.4	100.0	.9	3.3	.5	1.8	1.0	3.6	.1	.4	4.3	15.7	20.5	74.8	.1	.4
2,500 to 24,999	39.9	100.0	2.6	6.5	1.0	2.5	1.1	2.8	.2	.5	7.4	18.5	27.6	69.2	-	-
Less than 2,500	72.1	100.0	3.7	5.1	1.8	2.5	2.9	4.0	.5	.7	12.7	17.6	50.5	70.1	-	-
Annual Sales Size (from food)																
$100,000 or more	15.3	100.0	.9	5.9	.6	3.9	.4	2.6	.2	1.3	3.4	22.2	9.8	64.1	-	-
$40,000 to $99,999	24.8	100.0	1.0	4.0	.9	3.6	1.1	4.4	.5	2.0	4.5	18.2	16.6	67.0	.2	.8
$10,000 to $39,999	62.6	100.0	2.8	4.5	1.2	1.9	2.3	3.7	.8	1.3	9.8	15.6	45.4	72.5	.3	.5
Less than $10,000	91.6	100.0	4.0	4.4	1.7	1.9	4.8	5.2	.9	1.0	13.7	14.9	66.2	72.3	.3	.3
No reply	13.8	100.0	1.3	9.4	.3	2.2	.1	.7	.1	.7	3.0	21.8	8.9	64.5	.1	.7

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 7
PUBLIC EATING PLACES SERVING NO FISH OR SHELLFISH
REPORTING ESTABLISHMENT'S SPECIALTY
(Number of establishments in thousands)

Category	All establishments		Steak or chop house		Italian food		Other specialty		No specialty		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	189.7	100.0	2.0	1.0	2.2	1.2	71.7	37.8	101.3	53.4	12.5	6.6
Region												
Northeast	43.2	100.0	.5	1.1	1.5	3.5	16.7	38.7	23.4	54.2	1.1	2.5
North Central	64.9	100.0	.4	.6	.3	.5	19.9	30.7	37.6	57.9	6.7	10.3
South	54.4	100.0	.7	1.3	.4	.7	21.9	40.3	28.4	52.2	3.0	5.5
West	27.2	100.0	.4	1.5	-	-	13.2	48.5	11.9	43.8	1.7	6.2
Type of Establishment												
Restaurants	21.0	100.0	1.4	6.7	.7	3.3	6.5	31.0	12.3	58.6	.1	.4
Cafeterias	.6	100.0	-	-	-	-	.4	66.7	.2	33.3	-	-
Restaurants or cafeterias located in hotels	1.4	100.0	-	-	-	-	.6	42.9	.8	57.1	-	-
Drug or proprietary stores with fountain service	29.8	100.0	-	-	-	-	11.3	37.9	14.1	47.3	4.4	14.8
Other 1/	136.9	100.0	.6	.4	1.5	1.1	52.9	38.6	73.9	54.0	8.0	5.9
City Size (population)												
500,000 or more	25.9	100.0	.1	.4	.4	1.6	10.5	40.5	13.5	52.1	1.4	5.4
100,000 to 499,999	29.6	100.0	.1	.3	.3	1.0	13.9	47.0	13.4	45.3	1.9	6.4
25,000 to 99,999	27.7	100.0	.1	.4	.6	2.2	9.9	35.7	15.0	54.1	2.1	7.6
2,500 to 24,999	33.0	100.0	.4	1.2	.5	1.5	13.0	39.4	16.3	49.4	2.8	8.5
Less than 2,500	73.5	100.0	1.3	1.8	.4	.5	24.4	33.2	43.1	58.6	4.3	5.9
Annual Sales Size (from food)												
$100,000 or more	.5	100.0	-	-	-	-	.5	100.0	-	-	-	-
$40,000 to $99,999	4.1	100.0	.1	2.4	-	-	2.2	53.7	1.8	43.9	-	-
$10,000 to $39,999	22.4	100.0	.4	1.8	.2	.9	9.9	44.2	11.7	52.2	.2	.9
Less than $10,000	100.8	100.0	1.4	1.4	1.9	1.9	34.6	34.3	61.6	61.1	1.3	1.3
No reply	61.9	100.0	.1	.2	.1	.2	24.5	39.5	26.2	42.3	11.0	17.8

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 8

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PRICE OF DINNER BOUGHT MOST OFTEN
(Number of establishments in thousands)

Category	All establishments		Less than $1		Between $1 and $2		Between $2 and $4		Over $4		More than one dining facility		No dinners served		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	129.7	62.3	45.6	21.9	14.8	7.1	1.1	.5	1.6	.8	11.2	5.4	4.1	2.0
Region																
Northeast	68.0	100.0	42.2	62.0	15.0	22.1	5.9	8.7	.5	.7	.7	1.0	2.7	4.0	1.0	1.5
North Central	59.7	100.0	39.7	66.5	11.6	19.4	3.5	5.9	.1	.2	.3	.5	2.8	4.7	1.7	2.8
South	45.9	100.0	30.9	67.3	8.7	19.1	1.7	3.7	.2	.4	.2	.4	3.5	7.6	.7	1.5
West	34.5	100.0	16.9	49.0	10.3	29.9	3.7	10.7	.3	.9	.4	1.2	2.2	6.3	.7	2.0
Type of Establishment																
Restaurants	105.7	100.0	69.2	65.5	28.0	26.5	6.6	6.2	.6	.6	.2	.2	.5	.4	.6	.6
Cafeterias	4.3	100.0	3.9	90.7	.3	7.0	-	-	-	-	-	-	.1	2.3	-	-
Restaurants or cafeterias located in hotels	15.3	100.0	2.1	13.7	4.7	30.7	6.3	41.2	.4	2.6	1.1	7.2	.3	2.0	.4	2.6
Drug or proprietary stores with fountain service	9.8	100.0	8.0	81.6	.3	3.1	-	-	-	-	.2	2.0	.8	8.2	.5	5.1
Other 1/	73.0	100.0	46.5	63.8	12.3	16.8	1.9	2.6	.1	.1	.1	.1	9.5	13.0	2.6	3.6
City Size (population)																
500,000 or more	42.6	100.0	27.6	64.8	8.0	18.8	3.7	8.7	.6	1.4	.7	1.6	.9	2.1	1.1	2.6
100,000 to 499,999	26.1	100.0	18.6	71.3	3.0	11.5	1.8	6.9	.1	.4	.6	2.3	1.0	3.8	1.0	3.8
25,000 to 99,999	27.4	100.0	17.8	65.0	4.8	17.5	1.8	6.6	.2	.7	.1	.4	2.6	9.5	.1	.3
2,500 to 24,999	39.9	100.0	26.0	65.2	9.8	24.6	1.4	3.5	-	-	.1	.2	1.8	4.5	.8	2.0
Less than 2,500	72.1	100.0	39.7	55.1	20.0	27.7	6.1	8.5	.2	.3	.1	.1	4.9	6.8	1.1	1.5
Annual Sales Size (from food)																
$100,000 or more	15.3	100.0	3.4	22.2	4.6	30.1	5.8	37.9	.6	3.9	.7	4.6	.2	1.3	-	-
$40,000 to $99,999	24.8	100.0	12.1	48.8	8.4	33.9	2.8	11.3	.2	.8	.1	.4	.9	3.6	.3	1.2
$10,000 to $39,999	62.6	100.0	43.0	68.7	14.3	22.8	2.9	4.6	.1	.2	.2	.3	1.0	1.6	1.1	1.8
Less than $10,000	91.6	100.0	63.5	69.3	15.6	17.0	2.4	2.6	-	-	.4	.5	7.9	8.6	1.8	2.0
No reply	13.8	100.0	7.7	55.8	2.7	19.5	.9	6.5	.2	1.5	.2	1.5	1.2	8.7	.9	6.5

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 9

PUBLIC EATING PLACES NOT SERVING FISH OR SHELLFISH
INDICATING THE PRICE OF DINNER BOUGHT MOST OFTEN

(Number of establishments in thousands)

Category	All establishments		Less than $1		Between $1 and $2		$2 or more		More than one dining facility		No dinners served		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	189.7	100.0	81.7	43.1	6.8	3.6	1.5	.7	.7	.4	62.4	32.9	36.6	19.3
Region														
Northeast	43.2	100.0	21.6	50.0	2.6	6.0	1.0	2.3	.5	1.2	14.0	32.4	3.5	8.1
North Central	64.9	100.0	21.8	33.6	1.4	2.2	-	-	.1	.1	26.1	40.2	15.5	23.9
South	54.4	100.0	24.7	45.4	1.0	1.8	-	-	.1	.1	17.6	32.4	11.0	20.3
West	27.2	100.0	13.6	50.0	1.8	6.6	.5	1.8	-	-	4.7	17.3	6.6	24.3
Type of Establishment														
Restaurants	21.0	100.0	15.8	75.2	3.2	15.2	.5	2.4	-	-	1.0	4.8	.5	2.4
Cafeterias	.6	100.0	.5	83.3	-	-	-	-	-	-	-	-	.1	16.7
Restaurants or cafeterias located in hotels	1.4	100.0	.4	28.6	.1	7.1	-	-	.7	50.0	.2	14.3	-	-
Drug or proprietary stores with fountain service	29.8	100.0	8.9	29.9	-	-	-	-	-	-	10.9	36.6	10.0	33.5
Other 1/	136.9	100.0	56.1	41.0	3.5	2.6	1.0	.7	-	-	50.3	36.7	26.0	19.0
City Size (population)														
500,000 or more	25.9	100.0	11.4	44.0	1.0	3.9	.5	1.9	-	-	8.7	33.6	4.3	16.6
100,000 to 499,999	29.6	100.0	12.6	42.6	.6	2.0	-	-	-	-	11.4	38.5	5.0	16.9
25,000 to 99,999	27.7	100.0	8.5	30.7	.3	1.1	-	-	.1	.4	11.7	42.2	7.1	25.6
2,500 to 24,999	33.0	100.0	14.6	44.3	1.0	3.0	.1	.3	-	-	10.8	32.7	6.5	19.7
Less than 2,500	73.5	100.0	34.6	47.1	3.9	5.3	.9	1.2	.6	.8	19.8	27.0	13.7	18.6
Annual Sales Size (from food)														
$100,000 or more	.5	100.0	.2	40.0	.1	20.0	-	-	-	-	-	-	.2	40.0
$40,000 to $99,999	4.1	100.0	2.3	56.1	-	-	.3	7.3	-	-	.6	14.6	.9	22.0
$10,000 to $39,999	22.4	100.0	13.2	58.9	2.1	9.4	.5	2.2	-	-	5.0	22.3	1.6	7.2
Less than $10,000	100.8	100.0	61.5	61.0	4.2	4.2	.5	.5	-	-	27.4	27.1	7.2	7.2
No reply	61.9	100.0	4.5	7.3	.4	.7	.2	.3	.7	1.1	29.4	47.5	26.7	43.1

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 10

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING IF COLD STORAGE IS AVAILABLE FOR KEEPING FROZEN FISH OR SHELLFISH

(Number of establishments in thousands)

Category	All establishments		Yes		No		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	147.6	70.9	60.0	28.8	.5	.3
Region								
Northeast	68.0	100.0	41.4	60.9	26.4	38.8	.2	.3
North Central	59.7	100.0	44.5	74.5	15.1	25.3	.1	.2
South	45.9	100.0	34.8	75.8	11.0	24.0	.1	.2
West	34.5	100.0	26.9	78.0	7.5	21.7	.1	.3
Type of Establishment								
Restaurants	105.7	100.0	82.3	77.9	23.2	21.9	.2	.2
Cafeterias	4.3	100.0	3.3	76.7	1.0	23.3	-	-
Restaurants or cafeterias located in hotels	15.3	100.0	13.4	87.6	1.9	12.4	-	-
Drug or proprietary stores with fountain service	9.8	100.0	6.7	68.4	3.1	31.6	-	-
Other	73.0	100.0	41.9	57.4	30.8	42.2	.3	.4
City Size (population)								
500,000 or more	42.6	100.0	22.7	53.3	19.6	46.0	.3	.7
100,000 to 499,999	26.1	100.0	17.8	68.2	8.3	31.8	-	-
25,000 to 99,999	27.4	100.0	19.0	69.3	8.4	30.7	-	-
2,500 to 24,999	39.9	100.0	30.2	75.7	9.6	24.1	.1	.2
Less than 2,500	72.1	100.0	57.9	80.3	14.1	19.6	.1	.1
Annual Sales Size (from food)								
$100,000 or more	15.3	100.0	13.2	86.3	2.1	13.7	-	-
$40,000 to $99,999	24.8	100.0	21.0	84.7	3.8	15.3	-	-
$10,000 to $39,999	62.6	100.0	46.6	74.4	15.7	25.1	.3	.5
Less than $10,000	91.6	100.0	56.9	62.1	34.7	37.9	-	-
No reply	13.8	100.0	9.9	71.7	3.7	26.8	.2	1.5

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 11

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING IF LACK OF SUFFICIENT OR CONVENIENT STORAGE SPACE LIMITS USE OF FROZEN FISH OR SHELLFISH

(Number of establishments in thousands)

Category	All establishments		Yes		No		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	36.9	17.7	168.0	80.8	3.2	1.5
Region								
Northeast	68.0	100.0	10.8	15.9	55.4	81.5	1.8	2.6
North Central	59.7	100.0	11.9	19.9	47.1	78.9	.7	1.2
South	45.9	100.0	9.2	20.0	36.4	79.3	.3	.7
West	34.5	100.0	5.0	14.5	29.1	84.3	.4	1.2
Type of Establishment								
Restaurants	105.7	100.0	20.0	18.9	84.5	79.9	1.2	1.2
Cafeterias	4.3	100.0	.7	16.3	3.3	76.7	.3	7.0
Restaurants or cafeterias located in hotels	15.3	100.0	1.9	12.4	13.3	86.9	.1	.7
Drug or proprietary stores with fountain service	9.8	100.0	1.4	14.3	8.0	81.6	.4	4.1
Other 1/	73.0	100.0	12.9	17.7	58.9	80.7	1.2	1.6
City Size (population)								
500,000 or more	42.6	100.0	6.0	14.1	35.7	83.8	.9	2.1
100,000 to 499,999	26.1	100.0	4.3	16.5	21.6	82.7	.2	.8
25,000 to 99,999	27.4	100.0	5.6	20.4	20.9	76.3	.9	3.3
2,500 to 24,999	39.9	100.0	8.7	21.8	30.7	76.9	.5	1.3
Less than 2,500	72.1	100.0	12.3	17.0	59.1	82.0	.7	1.0
Annual Sales Size (from food)								
$100,000 or more	15.3	100.0	2.2	14.4	12.9	84.3	.2	1.3
$40,000 to $99,999	24.8	100.0	3.1	12.5	21.5	86.7	.2	.8
$10,000 to $39,999	62.6	100.0	11.5	18.4	49.9	79.7	1.2	1.9
Less than $10,000	91.6	100.0	17.4	19.0	73.0	79.7	1.2	1.3
No reply	13.8	100.0	2.7	19.6	10.7	77.5	.4	2.9

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 12

POUNDS OF FROZEN FISH AND SHELLFISH HELD IN FREEZER OR COLD STORAGE BY PUBLIC EATING PLACES SERVING FISH OR SHELLFISH

Category	Number of establishments (thousands)	Total		Frozen fish		Frozen shellfish		Pounds held per establishment		
		Million pounds	Percent	Million pounds	Percent	Million pounds	Percent	Total	Fish	Shellfish
United States Total	208.1	10.1	100.0	4.7	100.0	5.4	100.0	48.5	22.6	25.9
Region										
Northeast	68.0	2.7	26.7	.8	17.0	1.9	35.2	39.7	11.8	27.9
North Central	59.7	1.8	17.8	1.0	21.3	.8	14.8	30.2	16.8	13.4
South	45.9	3.8	37.7	2.3	48.9	1.5	27.8	82.8	50.1	32.7
West	34.5	1.8	17.8	.6	12.8	1.2	22.2	52.2	17.4	34.8
Type of Establishment										
Restaurants	105.7	5.8	57.4	2.3	49.0	3.5	64.8	54.9	21.8	33.1
Cafeterias	4.3	1.3	12.9	1.1	23.4	.2	3.7	30.2	25.6	4.6
Restaurants or cafeterias located in hotels	15.3	2.2	21.8	.8	17.0	1.4	25.9	14.4	5.2	9.2
Drug or proprietary stores with fountain service	9.8	(1)	-	(1)	-	(1)	-	(2)	(2)	(2)
Other 3/	73.0	.8	7.9	.5	10.6	.3	5.6	10.9	6.8	4.1
City Size (population)										
500,000 or more	42.6	3.0	29.7	1.5	31.9	1.5	27.8	70.4	35.2	35.2
100,000 to 499,999	26.1	1.3	12.9	.4	8.5	.9	16.7	49.8	15.3	34.5
25,000 to 99,999	27.4	1.2	11.9	.5	10.6	.7	12.9	43.8	18.2	25.6
2,500 to 24,999	39.9	1.7	16.8	.7	14.9	1.0	18.5	42.6	17.5	25.1
Less than 2,500	72.1	2.9	28.7	1.6	34.1	1.3	24.1	40.2	22.2	18.0
Annual Sales Size (from food)										
$100,000 or more	15.3	5.6	55.4	2.6	55.3	3.0	55.6	366.1	170.0	196.1
$40,000 to $99,999	24.8	1.8	17.8	.7	14.9	1.1	20.4	72.6	28.2	44.4
$10,000 to $39,999	62.6	1.6	15.9	.8	17.0	.8	14.8	25.6	12.8	12.8
Less than $10,000	91.6	.7	6.9	.4	8.5	.3	5.5	7.6	4.3	3.3
No reply	13.8	.4	4.0	.2	4.3	.2	3.7	29.0	14.5	14.5

1/ Less than one-tenth million pounds. 2/ Data are not available.

3/ Includes drinking places, lunch counters, and refreshment stands.

Note: Above data represent estimates of the number of pounds of frozen fish and shellfish held in freezer or cold storage at the time the report was completed for the establishments in the survey (sometime during the period May 25 - June 2, 1955).

Table 13

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF PURCHASES OF FISH AND SHELLFISH DURING EACH CALENDAR QUARTER OF 1954, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region and calendar quarter, 1954	Total	0 to 19 percent of total purchases	20 to 39 percent of total purchases	40 to 59 percent of total purchases	60 to 79 percent of total purchases	80 to 100 percent of total purchases	No reply
	Number of establishments	Number of establishments	Number of establishments	Number of establishments	Number of establishments	Number of establishments	Number of establishments
United States - average	208.1	22.6	158.0	9.6	1.3	.8	15.8
January-March	208.1	18.6	153.3	15.8	1.3	.7	18.4
April-June	208.1	26.0	164.9	5.0	.8	.2	11.2
July-September	208.1	24.9	152.1	10.5	1.6	1.8	17.2
October-December	208.1	20.8	161.7	7.3	1.3	.7	16.3
Northeast - average	68.0	8.3	52.2	3.1	.5	.5	3.4
January-March	68.0	4.9	51.4	3.6	.2	.3	7.6
April-June	68.0	11.2	55.1	1.3	.2	.1	.1
July-September	68.0	5.2	50.0	4.6	.9	1.4	5.9
October-December	68.0	12.0	52.1	2.9	.8	.1	.1
North Central - average	59.7	8.7	45.9	3.0	.3	.2	1.6
January-March	59.7	9.5	43.9	5.6	.3	.2	.2
April-June	59.7	8.7	48.1	2.4	.3	.1	.1
July-September	59.7	13.1	43.5	2.4	.3	.3	.1
October-December	59.7	3.5	48.1	1.6	.2	.1	6.2
South - average	45.9	3.8	34.4	2.3	.3	.1	5.0
January-March	45.9	1.7	33.7	5.3	.4	.1	4.7
April-June	45.9	5.1	34.7	.7	.1	-	5.3
July-September	45.9	5.7	33.1	1.2	.3	.1	5.5
October-December	45.9	2.8	35.9	2.1	.2	.3	4.6
West - average	34.5	1.7	25.6	1.2	.2	.1	5.7
January-March	34.5	2.5	24.3	1.3	.4	.1	5.9
April-June	34.5	1.0	27.0	.6	.2	-	5.7
July-September	34.5	.9	25.5	2.3	.1	-	5.7
October-December	34.5	2.5	25.6	.7	.1	.2	5.4

Table 14

PERCENTAGE OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF PURCHASES OF FISH AND SHELLFISH DURING EACH CALENDAR QUARTER, 1954 BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region and calendar quarter, 1954	Total		0 to 19 percent of total purchases	20 to 39 percent of total purchases	40 to 59 percent of total purchases	60 to 79 percent of total purchases	80 to 100 percent of total purchases	No reply
	Number of establishments	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States - average	208.1	100.0	10.9	75.9	4.6	.6	.4	7.6
January-March	208.1	100.0	8.9	73.7	7.6	.6	.3	8.9
April-June	208.1	100.0	12.5	79.2	2.4	.4	.1	5.4
July-September	208.1	100.0	12.0	73.1	5.0	.8	.9	8.2
October-December	208.1	100.0	10.0	77.7	3.5	.6	.4	7.8
Northeast - average	68.0	100.0	12.2	76.8	4.6	.7	.7	5.0
January-March	68.0	100.0	7.2	75.6	5.3	.3	.4	11.2
April-June	68.0	100.0	16.5	81.0	1.9	.3	.2	.1
July-September	68.0	100.0	7.6	73.5	6.8	1.3	2.1	8.7
October-December	68.0	100.0	17.7	76.6	4.3	1.2	.1	.1
North Central - average	59.7	100.0	14.6	76.9	5.0	.5	.3	2.7
January-March	59.7	100.0	15.9	73.6	9.4	.5	.3	.3
April-June	59.7	100.0	14.6	80.6	4.0	.5	.2	.1
July-September	59.7	100.0	21.9	72.9	4.0	.5	.5	.2
October-December	59.7	100.0	5.9	80.6	2.7	.3	.1	10.4
South - average	45.9	100.0	8.3	74.9	5.0	.7	.2	10.9
January-March	45.9	100.0	3.7	73.4	11.6	.9	.2	10.2
April-June	45.9	100.0	11.1	75.6	1.5	.2	-	11.6
July- September	45.9	100.0	12.4	72.1	2.6	.7	.2	12.0
October-December	45.9	100.0	6.1	78.2	4.6	.4	.7	10.0
West - average	34.5	100.0	4.9	74.2	3.5	.6	.3	16.5
January-March	34.5	100.0	7.2	70.4	3.8	1.2	.3	17.1
April-June	34.5	100.0	2.9	78.3	1.7	.6	-	16.5
July-September	34.5	100.0	2.6	73.9	6.7	.3	-	16.5
October-December	34.5	100.0	7.2	74.2	2.0	.3	.6	15.7

Table 15

NUMBER OF MAIN DISH MEALS, FISH AND SHELLFISH MAIN DISH MEALS AND SANDWICHES SERVED BY PUBLIC EATING PLACES SERVING FISH AND SHELLFISH DURING ONE WEEK OF MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands; number of meals and sandwiches in millions)

Geographic region	Number of establishments	Total meals served			Luncheon meals served			Luncheon main dish meals as percent of total main dish meals	Luncheon fish and shellfish main dish meals as percent of total fish and shellfish meals	Number of sandwiches
		Main dish	Fish and shellfish main dish		Main dish	Fish and shellfish main dish				
	Number	Number	Number	Percent	Number	Number	Percent	Percent	Percent	Number
United States	208.1	95.1	15.7	16.5	57.2	9.5	16.6	60.1	60.5	74.7
Northeast	68.0	26.6	4.8	18.0	15.6	2.9	18.6	58.6	60.4	21.9
North Central	59.7	29.9	4.2	14.0	18.5	2.5	13.5	61.9	59.5	21.8
South	45.9	18.9	3.7	19.6	12.1	2.5	20.7	64.0	67.6	19.8
West	34.5	19.7	3.0	15.2	11.0	1.6	14.5	55.8	53.3	11.2

1/ Total number of meals and sandwiches served during the seven days prior to the survey of the individual establishments.

Table 16

NUMBER OF MAIN DISH AND FISH AND SHELLFISH MAIN DISH MEALS AND SANDWICHES SERVED BY PUBLIC EATING PLACES SERVING FISH AND SHELLFISH, PER ESTABLISHMENT PER WEEK, MAY 1955 1/

Geographic region	Total meals served		Luncheon meals served		Number of sandwiches
	Main dish	Fish and shellfish main dish	Main dish	Fish and shellfish main dish	
	Number	Number	Number	Number	Number
United States	457	75	275	46	359
Northeast	391	71	229	43	322
North Central	501	70	310	42	365
South	412	81	264	55	431
West	571	87	319	46	325

1/ Total number of meals and sandwiches served during the seven days prior to the survey of the individual establishments.

Table 17

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF MAIN DISH MEALS SERVED AS LUNCH, MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Geographic Region	All establishments	0 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	6.0	23.2	42.6	39.7	35.1	61.5
Region							
Northeast	68.0	2.7	10.3	11.1	10.8	12.4	20.7
North Central	59.7	-	6.3	12.9	12.8	8.6	19.1
South	45.9	1.7	3.3	8.1	12.1	9.5	11.2
West	34.5	1.6	3.3	10.5	4.0	4.6	10.5

1/ Total number of meals served during the seven days prior to the survey of the individual establishments.

Table 18

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF MAIN DISH MEALS SERVED AS LUNCH, MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Geographic Region	All establishments		0 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	2.9	11.1	20.5	19.1	16.9	29.5
Region								
Northeast	68.0	100.0	4.0	15.2	16.3	15.9	18.2	30.4
North Central	59.7	100.0	-	10.6	21.6	21.4	14.4	32.0
South	45.9	100.0	3.7	7.2	17.6	26.4	20.7	24.4
West	34.5	100.0	4.7	9.6	30.4	11.6	13.3	30.4

1/ Total number of meals served during the seven days prior to the survey of the individual establishments.

Table 19

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF FISH OR SHELLFISH MAIN DISH MEALS SERVED AS LUNCH, MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Geographic Region	All establishments	0 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	6.2	19.3	34.3	25.9	35.0	87.4
Region							
Northeast	68.0	3.0	6.9	8.8	7.4	12.0	29.9
North Central	59.7	2.1	5.0	11.4	8.9	9.8	22.5
South	45.9	-	4.2	6.5	6.1	10.0	19.1
West	34.5	1.1	3.2	7.6	3.5	3.2	15.9

1/ Total number of meals served during the seven days prior to the survey of the individual establishments.

Table 20

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF FISH OR SHELLFISH MAIN DISH MEALS SERVED AS LUNCH, MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Geographic Region	All establishments		0 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	3.0	9.3	16.5	12.4	16.8	42.0
Region								
Northeast	68.0	100.0	4.4	10.1	12.9	10.9	17.7	44.0
North Central	59.7	100.0	3.5	8.4	19.1	14.9	16.4	37.7
South	45.9	100.0	-	9.1	14.2	13.3	21.8	41.6
West	34.5	100.0	3.2	9.3	22.0	10.1	9.3	46.1

1/ Total number of meals served during the seven days prior to the survey of the individual establishments.

Table 21

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE THAT FISH SANDWICHES ARE OF TOTAL SANDWICHES SERVED, MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Geographic Region	All establishments	One percent	Two percent	Three percent	Four percent	Five to nine percent	Ten percent and over	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	7.3	7.2	4.8	2.3	21.4	65.8	99.3
Region								
Northeast	68.0	1.2	1.7	1.5	1.0	8.1	29.1	25.4
North Central	59.7	3.1	2.5	1.7	.6	6.9	16.0	28.9
South	45.9	.8	1.6	.6	.4	2.9	11.6	28.0
West	34.5	2.2	1.4	1.0	.3	3.5	9.1	17.0

1/ Total number of sandwiches served during the seven days prior to the survey of the individual establishment.

Table 22

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE THAT FISH SANDWICHES ARE OF TOTAL SANDWICHES SERVED, MAY 1955, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Geographic Region	All establishments		One percent	Two percent	Three percent	Four percent	Five to nine percent	Ten percent and over	No reply or not applicable
	Number	percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	3.5	3.5	2.3	1.1	10.3	31.6	47.7
Region									
Northeast	68.0	100.0	1.8	2.5	2.2	1.5	11.9	42.8	37.3
North Central	59.7	100.0	5.2	4.2	2.8	1.0	11.6	26.8	48.4
South	45.9	100.0	1.7	3.5	1.3	.9	6.3	25.3	61.0
West	34.5	100.0	6.4	4.0	2.9	.9	10.1	26.4	49.3

1/ Total number of sandwiches served during the seven days prior to the survey of the individual establishment.

Table 23

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING NUMBER OF SERVINGS PER POUND OF FISH FILLETS
(Number of establishments in thousands)

Category	All establishments		One serving		Two servings		Three servings		Four servings		Five servings		Six to eight servings		No reply or not applicable	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	2.7	1.3	34.5	16.6	62.4	30.0	32.3	15.5	3.7	1.8	1.6	.7	70.9	34.1
Region																
Northeast	68.0	100.0	.6	.8	10.4	15.3	21.4	31.5	8.7	12.8	.7	1.0	.2	.3	26.0	38.3
North Central	59.7	100.0	.6	1.0	10.1	16.9	19.8	33.2	10.3	17.3	1.5	2.5	.4	.6	17.0	28.5
South	45.9	100.0	1.3	2.8	9.6	20.9	12.1	26.4	7.6	16.5	1.0	2.2	.5	1.1	13.8	30.1
West	34.5	100.0	.2	.6	4.4	12.8	9.1	26.4	5.7	16.5	.5	1.4	.5	1.4	14.1	40.9
Type of establishment																
Restaurants	105.7	100.0	2.0	1.9	20.2	19.1	38.8	36.7	18.6	17.6	1.9	1.8	.5	.5	23.7	22.4
Cafeterias	4.3	100.0	-	-	.6	14.0	1.3	30.2	1.4	32.6	.1	2.3	-	-	.9	20.9
Restaurants or cafeterias located in hotels	15.3	100.0	.3	2.0	4.9	32.0	5.0	32.7	1.4	9.2	.1	.6	-	-	3.6	23.5
Drug or proprietary stores with fountain service	9.8	100.0	-	-	-	-	1.5	15.3	2.2	22.4	.3	3.1	-	-	5.8	59.2
Other 1/	73.0	100.0	.4	.5	8.8	12.1	15.8	21.6	8.7	11.9	1.3	1.8	1.1	1.5	36.9	50.6
City Size (population)																
500,000 or more	42.6	100.0	.5	1.2	8.6	20.2	12.8	30.1	5.9	13.8	.6	1.4	.3	.7	13.9	32.6
100,000 to 499,999	26.1	100.0	.1	.4	2.8	10.7	7.1	27.2	6.2	23.8	.5	1.9	.1	.4	9.3	35.6
25,000 to 99,999	27.4	100.0	.2	.7	4.7	17.2	8.6	31.4	5.7	20.8	.8	2.9	.4	1.5	7.0	25.5
2,500 to 24,999	39.9	100.0	.9	2.3	6.4	16.0	12.4	31.1	5.4	13.5	.8	2.0	.6	1.5	13.4	33.6
Less than 2,500	72.1	100.0	1.0	1.4	12.0	16.6	21.5	29.8	9.1	12.6	1.0	1.4	.2	.3	27.3	37.9
Annual Sales Size (from food)																
$100,000 or more	15.3	100.0	.6	3.9	4.2	27.5	6.0	39.2	2.4	15.7	.1	.6	.2	1.3	1.8	11.8
$40,000 to $99,999	24.8	100.0	.7	2.8	5.4	21.8	8.2	33.1	5.4	21.8	.4	1.6	.2	.8	4.5	18.1
$10,000 to $39,999	62.6	100.0	.7	1.1	9.8	15.7	22.9	36.6	10.5	16.8	1.2	1.9	.2	.3	17.3	27.6
Less than $10,000	91.6	100.0	.5	.6	12.2	13.3	22.2	24.2	11.2	12.2	1.8	2.0	.9	1.0	42.8	46.7
No reply	13.8	100.0	.2	1.5	2.9	21.0	3.1	22.4	2.8	20.3	.2	1.5	.1	.7	4.5	32.6

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 24

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH REPORTING FIRST, SECOND, AND THIRD CHOICES OF IMPORTANT SPECIES OF FISH AND SHELLFISH SOLD, BY GEOGRAPHIC REGION 1/

(Number of establishments in thousands)

Item No.	Species	United States			Northeast			North Central			South			West		
		1st choice	2nd choice	3rd choice	1st choice	2nd choice	3rd choice	1st choice	2nd choice	3rd choice	1st choice	2nd choice	3rd choice	1st choice	2nd choice	3rd choice
		Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
	Total fish	190.3	115.5	64.1	61.5	38.9	22.0	55.9	32.3	16.6	41.7	23.5	13.7	31.2	20.8	11.8
1	Bluefish	1.2	1.0	1.4	.8	.6	.8	.2	(2)	.1	.2	.4	.5	-	-	-
2	Brook trout	2.8	1.0	.5	.2	.1	.1	.3	.2	.1	.4	.2	(2)	1.9	.5	.3
3	Buffalo fish	1.5	.5	.2	-	-	-	.5	.1	-	.9	.4	.1	.1	-	.1
4	Butterfish	(2)	.2	.2	-	.1	-	-	-	.1	(2)	.1	.1	-	-	-
5	Carp	.3	.2	(2)	.2	.1	(2)	.1	.1	-	-	(2)	-	-	-	-
6	Catfish	10.0	4.5	1.8	-	-	.1	5.0	2.6	.5	5.0	1.8	1.0	(2)	.1	.2
7	Cod	14.6	7.6	2.6	2.7	3.6	1.2	5.5	1.2	.7	5.0	1.6	.3	1.4	1.2	.4
8	Croakers	.4	.3	.5	-	(2)	-	-	-	-	.4	.3	.5	-	-	-
9	Drum	.1	-	.1	-	-	-	-	-	-	.1	-	.1	-	-	-
10	Flounder	18.1	10.2	6.7	12.0	5.3	2.9	.6	.4	.4	2.8	2.5	1.6	2.7	2.0	1.8
11	Haddock	20.8	8.3	3.6	12.5	3.3	1.9	4.8	4.2	1.2	3.3	.8	.3	.2	(2)	.2
12	Halibut	16.3	12.8	5.7	4.1	4.1	2.3	2.1	3.0	1.8	.7	.4	.3	9.4	5.3	1.3
13	King mackerel	.1	.1	(2)	.1	(2)	-	(2)	-	-	-	.1	(2)	-	-	-
14	King whiting	.3	.3	.2	-	.1	-	-	(2)	-	.3	.2	.2	-	-	-
15	Lake herring	.1	.1	-	-	(2)	-	.1	.1	-	-	-	-	-	-	-
16	Lake trout	1.0	2.6	1.3	.1	.2	.4	.8	2.1	.9	.1	.2	(2)	(2)	.1	-
17	Mackerel	.5	.5	1.2	.5	.5	1.2	-	-	-	-	(2)	-	-	-	-
18	Mullet	1.2	.5	.6	-	-	-	-	-	-	1.2	.5	.6	-	-	-
19	Ocean perch	16.7	6.6	2.4	.6	.8	.3	11.7	3.0	1.0	4.0	2.7	1.0	.4	.1	.1
20	Pike	11.9	3.9	1.3	3.1	1.2	.1	8.8	2.6	1.2	-	.1	-	-	-	-
21	Pollock	.5	.1	-	(2)	-	-	.1	.1	-	.4	(2)	-	-	-	-
22	Pompano	(2)	.2	.3	(2)	-	(2)	-	(2)	.2	(2)	.2	.1	-	-	(2)
23	Red snapper	2.5	1.8	1.2	-	.3	-	.2	.5	.5	2.3	1.0	.7	-	-	-
24	Rock cod	.9	.7	1.2	-	-	-	-	-	-	-	-	-	.9	.7	1.2
25	Salmon	8.0	13.4	10.3	1.6	4.7	2.6	1.3	3.0	3.1	.9	1.0	1.8	4.2	4.7	2.8
26	Sardines	1.2	1.5	1.7	.5	1.0	1.5	.5	.2	(2)	.2	-	.1	-	.3	.1
27	Scup	2.6	1.5	.4	1.8	1.1	.4	-	-	-	.8	.4	-	-	-	-
28	Sea bass	2.8	3.6	1.6	.2	.6	.1	.2	.3	.1	1.6	1.8	.6	.8	.9	.8
29	Sea herring	.7	.1	.1	.2	-	.1	.3	-	-	.2	-	(2)	-	.1	-
30	Sea trout	4.2	2.5	1.3	-	.1	(2)	.1	.2	.1	4.1	2.1	1.2	(2)	.1	(2)
31	Shad	.2	.2	.5	.2	.1	.3	-	-	-	(2)	.1	.2	-	-	-
32	Sheepshead	.3	(2)	-	-	-	-	-	-	-	.3	(2)	-	-	-	-
33	Smelts	.3	.5	.7	-	.2	.2	-	.2	.5	-	-	-	.3	.1	-
34	Spanish mackerel	.4	2.4	1.5	.2	1.2	.8	-	-	-	.2	1.1	.7	-	.1	-
35	Spot	.2	.4	.2	-	-	-	-	-	-	.2	.4	.2	-	-	-
36	Striped bass	.5	.2	.1	-	.1	(2)	-	-	-	.5	.1	.1	-	-	-
37	Sturgeon	(2)	.1	-	(2)	.1	-	-	-	-	-	-	-	-	-	-
38	Swordfish	3.9	2.8	2.0	2.7	2.1	1.1	(2)	-	.3	.4	.1	.1	.8	.6	.5
39	Tuna	25.3	12.0	5.5	13.9	5.8	2.5	2.9	2.2	1.1	1.7	1.1	.5	6.8	2.9	1.4
40	Whitefish	3.1	3.2	1.0	.9	.7	.3	1.8	2.4	.6	.2	(2)	(2)	.2	.1	.1
41	Whiting	2.9	1.2	.4	.6	.2	-	1.0	.4	(2)	1.2	.6	.3	.1	-	.1
42	Wolffish	.8	.2	-	-	-	-	.5	.1	-	.3	.1	-	-	-	-
43	Yellow perch	4.8	2.4	1.0	-	.1	.1	4.5	2.2	.9	.2	.1	-	.1	-	-
44	Fish sticks 3/	2.6	1.0	1.4	.4	-	.2	.8	.5	.9	.7	(2)	.2	.7	.5	.1
45	Other fish	3.7	2.3	1.4	1.4	.5	.5	1.2	.4	.3	.9	1.0	.3	.2	.4	.3
	Total Shellfish	134.1	82.1	43.0	47.1	34.0	18.5	33.1	15.4	7.8	30.0	20.3	9.3	23.9	12.4	7.4
1	Abalone	.4	.3	.4	-	-	-	-	-	-	-	-	-	.4	.3	.4
2	Clams	6.5	5.3	4.0	5.4	4.2	3.1	.1	.1	.2	(2)	.3	.2	1.0	.7	.5
3	Crabs	5.8	9.8	8.0	2.7	3.3	2.8	(2)	.4	.2	2.3	4.2	3.5	.8	1.9	1.5
4	Lobsters	6.7	14.2	8.7	4.6	7.2	4.1	1.1	4.6	1.7	.6	1.0	1.1	.4	1.4	1.8
5	Oysters	16.2	20.7	7.9	1.6	3.0	2.5	3.1	4.9	2.1	7.2	9.0	2.5	4.3	3.8	.8
6	Scallops	8.2	13.9	8.2	7.4	8.4	3.5	.4	2.9	2.8	-	.9	1.0	.4	1.7	.9
7	Shrimp	89.3	17.5	5.4	24.5	7.7	2.3	28.3	2.4	.7	19.9	4.8	1.0	16.6	2.6	1.4
8	Other shellfish	1.0	.4	.4	.9	.2	.2	.1	.1	.1	(2)	.1	(2)	-	-	.1

1/ Order of importance based on number of fish or shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

2/ Less than 50 establishments.

3/ Prepared from various species, principally cod and haddock.

Table 25

RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINCIPAL SPECIES OF FISH AND SHELLFISH SOLD IN THE UNITED STATES 1/

(Number of choices in thousands)

Species	All choices			First choice			Second choice			Third choice		
	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent
FISH - TOTAL	369.9	-	100.0	190.3	-	100.0	115.5	-	100.0	64.1	-	100.0
Tuna	42.8	1	11.6	25.3	1	13.3	12.0	3	10.4	5.5	5	8.6
Flounder	35.0	2	9.5	18.1	3	9.5	10.2	4	8.8	6.7	3	10.4
Halibut	34.9	3	9.4	16.3	4	8.6	12.8	2	11.1	5.8	4	9.0
Haddock	32.7	4	8.8	20.8	2	10.9	8.3	6	7.2	3.6	6	5.6
Salmon	31.7	5	8.6	8.0	10	4.2	13.4	1	11.6	10.3	1	16.1
Cod	24.8	7	6.7	14.6	6	7.7	7.6	7	6.6	2.6	7	4.1
Ocean perch	22.6	8	6.1	14.9	5	7.8	5.7	8	4.9	2.0	8	3.1
Pike	17.1	9	4.6	11.9	8	6.3	3.9	10	3.4	1.3	17	2.0
Catfish	16.3	10	4.4	10.0	9	5.3	4.5	9	3.9	1.8	11	2.8
Swordfish	8.6	11	2.3	3.8	13	2.0	2.8	13	2.4	2.0	9	3.1
Yellow perch	8.2	12	2.2	4.8	11	2.5	2.4	16	2.1	1.0	20	1.6
Sea bass	8.0	13	2.2	2.8	16	1.5	3.6	11	3.1	1.6	13	2.5
Sea trout	8.0	14	2.2	4.2	12	2.2	2.5	15	2.2	1.3	18	2.0
Whitefish	7.3	15	2.0	3.1	14	1.6	3.2	12	2.8	1.0	21	1.6
Red snapper	6.4	16	1.7	2.7	18	1.4	1.8	18	1.5	1.9	10	3.0
Fish sticks 2/	5.0	17	1.3	2.6	19	1.4	1.0	22	.9	1.4	15	2.2
Lake trout	4.9	18	1.3	1.0	23	.5	2.6	14	2.2	1.3	19	2.0
Scup	4.5	19	1.2	2.6	20	1.4	1.5	19	1.3	.4	23	.6
Whiting	4.5	20	1.2	2.9	15	1.5	1.2	21	1.0	.4	24	.6
Sardines	4.4	21	1.2	1.2	21	.6	1.5	20	1.3	1.7	12	2.7
Brook trout	4.3	22	1.2	2.8	17	1.5	1.0	23	.9	.5	22	.8
Spanish mackerel	4.3	23	1.2	.4	24	.2	2.4	17	2.1	1.5	14	2.3
Bluefish	3.6	24	1.0	1.2	22	.6	1.0	24	.9	1.4	16	2.2
Other	30.0	6	8.1	14.3	7	7.5	8.6	5	7.4	7.1	2	11.1
SHELLFISH - TOTAL	259.2	-	100.0	134.1	-	100.0	82.1	-	100.0	43.0	-	100.0
Shrimp	112.1	1	43.3	89.3	1	66.6	17.4	2	21.2	5.4	5	12.6
Oysters	44.7	2	17.2	16.1	2	12.0	20.7	1	25.2	7.9	4	18.4
Scallops	30.3	3	11.7	8.2	3	6.1	13.9	4	16.9	8.2	2	19.1
Lobsters	29.7	4	11.5	6.8	4	5.1	14.2	3	17.3	8.7	1	20.2
Crabs	23.6	5	9.1	5.8	6	4.3	9.8	5	11.9	8.0	3	18.6
Clams	15.8	6	6.1	6.5	5	4.9	5.3	6	6.5	4.0	6	9.3
Other	1.9	7	.7	1.0	7	.7	.5	7	.6	.4	7	.9
Abalone	1.1	8	.4	.4	8	.3	.3	8	.4	.4	8	.9

1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

2/ Prepared from various species, principally cod and haddock.

Table 26

RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINCIPAL SPECIES OF FISH AND SHELLFISH SOLD IN THE NORTHEAST REGION 1/

(Number of choices in thousands)

Species	All choices			First choice			Second choice			Third choice		
	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent
FISH - TOTAL	122.4	-	100.0	61.5	-	100.0	38.9	-	100.0	22.0	-	100.0
Tuna	22.2	1	18.1	13.9	1	22.6	5.8	2	14.9	2.5	4	11.4
Flounder	20.2	2	16.5	12.0	3	19.5	5.3	3	13.6	2.9	2	13.2
Haddock	17.7	3	14.5	12.5	2	20.3	3.3	7	8.5	1.9	6	8.6
Halibut	10.4	5	8.5	4.1	5	6.7	4.0	5	10.3	2.3	5	10.5
Salmon	8.9	6	7.3	1.6	10	2.6	4.7	4	12.1	2.6	3	11.8
Cod	7.5	7	6.1	2.7	8	4.4	3.7	6	9.5	1.1	9	5.0
Swordfish	6.1	8	5.0	2.8	7	4.6	2.1	8	5.4	1.2	8	5.5
Pike	4.3	9	3.5	3.1	6	5.0	1.1	9	2.8	.1	12	.4
Scup	3.3	10	2.7	1.8	9	2.9	1.1	10	2.8	.4	11	1.8
Sardines	3.0	11	2.4	.5	12	.8	1.0	11	2.6	1.5	7	6.8
Bluefish	2.2	12	1.8	.8	11	1.3	.6	12	1.6	.8	10	3.6
Other	16.6	4	13.6	5.7	4	9.3	6.2	1	15.9	4.7	1	21.4
SHELLFISH - TOTAL	99.7	-	100.0	47.2	-	100.0	34.0	-	100.0	18.5	-	100.0
Shrimp	34.6	1	34.7	24.5	1	51.9	7.7	2	22.7	2.4	6	13.0
Scallops	19.2	2	19.3	7.4	2	15.7	8.4	1	24.7	3.4	2	18.4
Lobsters	16.0	3	16.1	4.7	4	10.0	7.1	3	20.9	4.2	1	22.7
Clams	12.7	4	12.7	5.4	3	11.4	4.2	4	12.4	3.1	3	16.7
Crabs	8.7	5	8.7	2.7	5	5.7	3.3	5	9.7	2.7	4	14.6
Oysters	7.1	6	7.1	1.6	6	3.4	3.0	6	8.8	2.5	5	13.5
Other	1.4	7	1.4	.9	7	1.9	.3	7	.8	.2	7	1.1

1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one shoice; others gave two or three choices.

Table 27

RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINCIPAL SPECIES OF FISH AND SHELLFISH SOLD IN THE NORTH CENTRAL REGION 1/

(Number of choices in thousands)

Species	All choices			First choice			Second choice			Third choice		
	Number	Rank	Percent	Number	Rank	Percent	Number	Rank	Percent	Number	Rank	Percent
FISH - TOTAL	104.8	-	100.0	55.9	-	100.0	32.3	-	100.0	16.6	-	100.0
Ocean perch	14.1	2	13.5	10.8	1	19.3	2.5	7	7.7	.8	9	4.8
Pike	12.7	3	12.1	8.9	2	15.9	2.6	5	8.1	1.2	4	7.2
Haddock	10.3	4	9.8	4.9	6	8.8	4.2	2	13.0	1.2	5	7.2
Catfish	8.1	5	7.7	5.0	5	8.9	2.6	6	8.1	.5	12	3.0
Yellow perch	7.6	6	7.2	4.5	7	8.1	2.1	10	6.5	1.0	7	6.0
Cod	7.4	7	7.1	5.5	4	9.8	1.2	12	3.7	.7	10	4.2
Salmon	7.3	8	7.0	1.3	11	2.3	3.0	3	9.3	3.0	2	18.1
Halibut	7.0	9	6.7	2.1	9	3.8	3.0	4	9.3	1.9	3	11.5
Tuna	6.3	10	6.0	3.0	8	5.4	2.2	9	6.8	1.1	6	6.7
Whitefish	4.9	11	4.7	1.8	10	3.2	2.4	8	7.4	.7	11	4.2
Lake trout	3.8	12	3.6	.8	12	1.4	2.1	11	6.5	.9	8	5.4
Other	15.3	1	14.6	7.3	3	13.1	4.4	1	13.6	3.6	1	21.7
SHELLFISH - TOTAL	56.3	-	100.0	33.1	-	100.0	15.4	-	100.0	7.8	-	100.0
Shrimp	31.3	1	55.6	28.2	1	85.2	2.4	4	15.6	.7	4	9.0
Oysters	10.1	2	17.9	3.2	2	9.7	4.8	1	31.1	2.1	2	26.9
Lobsters	7.4	3	13.2	1.1	3	3.3	4.6	2	29.9	1.7	3	21.8
Scallops	6.2	4	11.0	.4	4	1.2	3.0	3	19.5	2.8	1	35.9
Other	1.3	5	2.3	.2	5	.6	.6	5	3.9	.5	5	6.4

1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

Table 28

RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINCIPAL SPECIES OF FISH AND SHELLFISH SOLD IN THE SOUTHERN REGION 1/

(Number of choices in thousands)

Species	All choices			First choice			Second choice			Third choice		
	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent
FISH - TOTAL	78.8	-	100.0	41.6	-	100.0	23.5	-	100.0	13.7	-	100.0
Catfish	7.7	2	9.8	4.9	2	11.8	1.8	5	7.7	1.0	5	7.3
Sea trout	7.4	3	9.4	4.1	4	9.8	2.2	4	9.4	1.1	4	8.0
Flounder	6.9	4	8.7	2.8	7	6.7	2.5	2	10.6	1.6	3	11.7
Cod	6.8	5	8.6	4.9	3	11.8	1.6	7	6.8	.3	12	2.2
Ocean perch	6.6	6	8.4	3.4	5	8.2	2.4	3	10.2	.8	6	5.8
Haddock	4.3	7	5.4	3.3	6	7.9	.7	12	3.0	.3	13	2.2
Red snapper	4.1	8	5.2	2.4	8	5.8	1.0	10	4.2	.7	8	5.1
Sea bass	4.0	9	5.1	1.6	9	3.8	1.8	6	7.7	.6	9	4.4
Salmon	3.7	10	4.7	.9	12	2.2	1.0	11	4.2	1.8	2	13.1
Tuna	3.2	11	4.1	1.6	10	3.8	1.1	8	4.7	.5	10	3.7
Mullet	2.2	12	2.8	1.2	11	2.9	.5	13	2.1	.5	11	3.7
Spanish mackerel	2.1	13	2.7	.2	13	.5	1.1	9	4.7	.8	7	5.8
Other	19.8	1	25.1	10.3	1	24.8	5.8	1	24.7	3.7	1	27.0
SHELLFISH - TOTAL	59.4	-	100.0	29.8	-	100.0	20.3	-	100.0	9.3	-	100.0
Shrimp	25.6	1	43.1	19.8	1	66.5	4.8	2	23.6	1.0	3	10.8
Oysters	18.6	2	31.3	7.1	2	23.8	9.0	1	44.4	2.5	2	26.8
Crabs	10.0	3	16.8	2.3	3	7.7	4.2	3	20.7	3.5	1	37.6
Lobsters	2.6	4	4.4	.6	4	2.0	1.0	4	4.9	1.0	4	10.8
Scallops	1.9	5	3.2	-	-	-	.9	5	4.4	1.0	5	10.8
Other	.7	6	1.2	(2)	-	-	.4	6	2.0	.3	6	3.2

1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

2/ Less than 50 choices.

Table 29

RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINCIPAL SPECIES OF FISH AND SHELLFISH SOLD IN THE WESTERN REGION 1/

(Number of choices in thousands)

Species	All choices			First choice			Second choice			Third choice		
	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent	Number	Rank	Per-cent
FISH - TOTAL	63.8	-	100.0	31.2	-	100.0	20.8	-	100.0	11.8	-	100.0
Halibut	16.0	1	25.1	9.3	1	29.8	5.4	1	26.0	1.3	5	11.0
Salmon	11.7	2	18.3	4.1	3	13.1	4.7	2	22.6	2.9	1	24.6
Tuna	11.2	3	17.6	6.8	2	21.8	3.0	3	14.4	1.4	4	11.9
Flounder	6.5	4	10.2	2.7	4	8.6	2.0	4	9.6	1.8	3	15.3
Cod	3.0	6	4.7	1.5	7	4.8	1.1	6	5.3	.4	8	3.4
Brook trout	2.7	7	4.2	1.9	5	6.1	.5	9	2.4	.3	10	2.5
Sea bass	2.4	8	3.8	.8	8	2.6	.8	7	3.8	.8	6	6.8
Rock cod	1.8	9	2.8	.7	11	2.2	.7	8	3.4	.4	9	3.4
Swordfish	1.8	10	2.8	.8	9	2.6	.5	10	2.4	.5	7	4.2
Fish sticks 2/	1.4	11	2.2	.8	10	2.6	.5	11	2.4	.1	11	.8
Other	5.3	5	8.3	1.8	6	5.8	1.6	5	7.7	1.9	2	16.1
SHELLFISH - TOTAL	43.8	-	100.0	24.0	-	100.0	12.4	-	100.0	7.4	-	100.0
Shrimp	20.7	1	47.3	16.7	1	69.5	2.6	2	21.0	1.4	3	18.9
Oysters	8.9	2	20.3	4.3	2	17.9	3.8	1	30.7	.8	5	10.8
Crabs	4.2	3	9.6	.8	4	3.3	1.9	3	15.3	1.5	2	20.3
Lobsters	3.6	4	8.2	.4	5	1.7	1.4	5	11.3	1.8	1	24.3
Scallops	3.0	5	6.9	.4	6	1.7	1.7	4	13.7	.9	4	12.2
Clams	2.2	6	5.0	1.0	3	4.2	.7	6	5.6	.5	6	6.8
Abalone	1.1	7	2.5	.4	7	1.7	.3	7	2.4	.4	7	5.4
Other	.1	8	.2	-	-	-	-	-	-	.1	8	1.3

1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

2/ Prepared from various species, principally cod and haddock.

Table 30

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH REPORTING ONE, TWO OR THREE SPECIES OF FISH AND SHELLFISH SOLD MOST OFTEN DURING THE YEAR 1/

(Number of establishments in thousands)

Number of species reported	United States	Northeast	North Central	South	West
	Number	Number	Number	Number	Number
Fish - Total	190.3	61.5	55.9	41.7	31.2
One specie	74.8	22.6	23.6	18.2	10.4
Two species	51.4	17.0	15.6	9.8	9.0
Three species	64.1	21.9	16.7	13.7	11.8
Shellfish - Total	134.1	47.2	33.1	29.8	24.0
One specie	51.9	13.2	17.7	9.5	11.5
Two species	39.1	15.4	7.6	11.0	5.1
Three species	43.1	18.6	7.8	9.3	7.4

1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

Table 31

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH REPORTING ONE, TWO OR THREE SPECIES OF FISH AND SHELLFISH SOLD MOST OFTEN DURING THE YEAR

Number of species reported	United States	Northeast	North Central	South	West
	Percent	Percent	Percent	Percent	Percent
Fish - Total	100.0	100.0	100.0	100.0	100.0
One specie	39.3	36.8	42.2	43.6	33.4
Two species	27.0	27.6	27.9	23.5	28.8
Three species	33.7	35.6	29.9	32.9	37.8
Shellfish - Total	100.0	100.0	100.0	100.0	100.0
One specie	38.7	28.0	53.5	31.9	47.9
Two species	29.2	32.6	23.0	36.9	21.3
Three species	32.1	39.4	23.5	31.2	30.8

Table 32

PUBLIC EATING PLACES INDICATING WHETHER OR NOT GREATER SELECTION OF FISH AND SHELLFISH DISHES IS OFFERED ON CERTAIN DAYS

(Number of establishments in thousands)

Category	All establishments		Yes		No		No reply or not applicable	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	124.5	59.8	83.5	40.1	.1	.1
Region								
Northeast	68.0	100.0	42.9	63.1	25.1	36.9	-	-
North Central	59.7	100.0	43.6	73.0	16.1	27.0	-	-
South	45.9	100.0	21.9	47.7	24.0	52.3	-	-
West	34.5	100.0	16.1	46.7	18.3	53.0	.1	.3
Type of Establishment								
Restaurants	105.7	100.0	68.1	64.4	37.6	35.6	-	-
Cafeterias	4.3	100.0	3.6	83.7	.7	16.3	-	-
Restaurants or cafeterias located in hotels	15.3	100.0	9.6	62.7	5.7	37.3	-	-
Drug or proprietary stores with fountain service	9.8	100.0	6.7	68.4	3.1	31.6	-	-
Other 1/	73.0	100.0	36.5	50.0	36.4	49.9	.1	.1
City Size (population)								
500,000 or more	42.6	100.0	29.4	69.0	13.2	31.0	-	-
100,000 to 499,999	26.1	100.0	18.0	69.0	8.1	31.0	-	-
25,000 to 99,999	27.4	100.0	18.1	66.1	9.3	33.9	-	-
2,500 to 24,999	39.9	100.0	21.1	52.9	18.8	47.1	-	-
Less than 2,500	72.1	100.0	37.9	52.6	34.1	47.3	.1	.1
Annual Sales Size (from food)								
$100,000 or more	15.3	100.0	10.6	69.3	4.7	30.7	-	-
$40,000 to $99,999	24.8	100.0	15.8	63.7	9.0	36.3	-	-
$10,000 to $39,999	62.6	100.0	40.8	65.2	21.8	34.8	-	-
Less than $10,000	91.6	100.0	50.0	54.6	41.5	45.3	.1	.1
No reply	13.8	100.0	7.3	52.9	6.5	47.1	-	-

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 33

PUBLIC EATING PLACES INDICATING DAYS ON WHICH THE GREATEST SELECTION OF FISH AND SHELLFISH DISHES IS OFFERED

(Number of establishments in thousands)

Category	All establishments		Saturday through Tuesday and Thursday		Wednesday		Friday	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	139.5	100.0	9.6	6.9	7.1	5.1	122.8	88.0
Region								
Northeast	49.9	100.0	4.4	8.8	2.8	5.6	42.7	85.6
North Central	46.2	100.0	1.3	2.8	1.9	4.1	43.0	93.1
South	26.1	100.0	3.5	13.4	1.7	6.5	20.9	80.1
West	17.3	100.0	.4	2.3	.7	4.0	16.2	93.7
Type of establishment								
Restaurants	76.5	100.0	6.0	7.8	3.5	4.6	67.0	87.6
Cafeterias	4.0	100.0	-	-	.5	12.5	3.5	87.5
Restaurants or cafeterias located in hotels	11.8	100.0	1.2	10.2	.9	7.6	9.7	82.2
Drug or proprietary stores with fountain service	7.2	100.0	.2	2.8	.3	4.2	6.7	93.0
Other 1/	40.0	100.0	2.2	5.4	1.9	4.8	35.9	89.8
City Size (population)								
500,000 or more	33.0	100.0	1.3	3.9	2.4	7.3	29.3	88.8
100,000 to 499,999	20.5	100.0	1.5	7.3	1.3	6.3	17.7	86.4
25,000 to 99,999	19.8	100.0	1.0	5.0	.9	4.6	17.9	90.4
2,500 to 24,999	23.8	100.0	1.9	8.0	1.2	5.0	20.7	87.0
Less than 2,500	42.4	100.0	3.9	9.2	1.3	3.1	37.2	87.7
Annual Sales Size (from food)								
$100,000 or more	11.8	100.0	.6	5.1	.7	5.9	10.5	89.0
$40,000 to $99,999	18.3	100.0	1.1	6.0	1.7	9.3	15.5	84.7
$10,000 to $39,999	46.0	100.0	3.3	7.2	2.3	5.0	40.4	87.8
Less than $10,000	55.6	100.0	4.2	7.6	2.2	3.9	49.2	88.5
No reply	7.8	100.0	.4	5.1	.2	2.6	7.2	92.3

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 34

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING WHETHER OR NOT FISH AND SHELLFISH ARE OFFERED DAILY

(Number of establishments in thousands)

Category	All establishments		Not offered daily		Offered daily		No reply	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	61.4	29.5	141.5	68.0	5.2	2.5
Region								
Northeast	68.0	100.0	21.9	32.2	44.7	65.7	1.4	2.1
North Central	59.7	100.0	21.7	36.4	36.5	61.1	1.5	2.5
South	45.9	100.0	12.7	27.7	32.1	69.9	1.1	2.4
West	34.5	100.0	5.1	14.8	28.2	81.7	1.2	3.5
Type of establishment								
Restaurants	105.7	100.0	32.0	30.3	72.1	68.2	1.6	1.5
Cafeterias	4.3	100.0	1.8	41.9	2.3	53.5	.2	4.6
Restaurants or cafeterias located in hotels	15.3	100.0	2.2	14.4	12.9	84.3	.2	1.3
Drug or proprietary stores with fountain service	9.8	100.0	2.4	24.5	6.8	69.4	.6	6.1
Other 1/	73.0	100.0	23.0	31.5	47.4	64.9	2.6	3.6
City Size (population)								
500,000 or more	42.6	100.0	14.6	34.3	27.0	63.4	1.0	2.3
100,000 to 499,999	26.1	100.0	7.6	29.1	17.9	68.6	.6	2.3
25,000 to 99,999	27.4	100.0	8.9	32.5	17.8	65.0	.7	2.5
2,500 to 24,999	39.9	100.0	10.9	27.3	27.1	67.9	1.9	4.8
Less than 2,500	72.1	100.0	19.4	26.9	51.7	71.7	1.0	1.4
Annual Sales Size (from food)								
$100,000	15.3	100.0	.8	5.2	14.3	93.5	.2	1.3
$40,000 to $99,999	24.8	100.0	3.6	14.5	20.8	83.9	.4	1.6
$10,000 to $39,999	62.6	100.0	18.6	29.7	42.4	67.7	1.6	2.6
Less than $10,000	91.6	100.0	35.2	38.4	54.5	59.5	1.9	2.1
No reply	13.8	100.0	3.2	23.2	9.5	68.8	1.1	8.0

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 35

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH COMPARING SUMMER WITH WINTER MENU PRICES OF FISH AND SHELLFISH

(Number of establishments in thousands)

Category	All establishments		Menu price higher in summer		Menu price the same		Menu price lower in summer		No reply	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	2.4	1.2	195.2	93.8	5.6	2.7	4.9	2.3
Region										
Northeast	68.0	100.0	.8	1.2	63.4	93.2	2.5	3.7	1.3	1.9
North Central	59.7	100.0	1.1	1.8	55.9	93.7	1.2	2.0	1.5	2.5
South	45.9	100.0	.5	1.1	42.9	93.4	1.5	3.3	1.0	2.2
West	34.5	100.0	-	-	33.0	95.6	.4	1.2	1.1	3.2
Type of establishment										
Restaurants	105.7	100.0	1.3	1.2	100.6	95.2	2.1	2.0	1.7	1.6
Cafeterias	4.3	100.0	-	-	3.6	83.7	.2	4.7	.5	11.6
Restaurants or cafeterias located in hotels	15.3	100.0	.4	2.6	14.1	92.1	.7	4.6	.1	.7
Drug or proprietary stores with fountain service	9.8	100.0	-	-	9.1	92.9	.3	3.0	.4	4.1
Other 1/	73.0	100.0	.7	1.0	67.8	92.9	2.3	3.1	2.2	3.0
City Size (population)										
500,000 or more	42.6	100.0	.9	2.1	38.3	89.9	2.2	5.2	1.2	2.8
100,000 to 499,999	26.1	100.0	.5	1.9	23.3	89.3	.9	3.4	1.4	5.4
25,000 to 99,999	27.4	100.0	.3	1.1	25.8	94.2	.9	3.3	.4	1.4
2,500 to 24,999	39.9	100.0	.6	1.5	37.4	93.7	1.1	2.8	.8	2.0
Less than 2,500	72.1	100.0	.1	.1	70.4	97.7	.5	.7	1.1	1.5
Annual Sales Size (from food)										
$100,000 or more	15.3	100.0	.3	2.0	14.1	92.1	.7	4.6	.2	1.3
$40,000 to $99,999	24.8	100.0	.8	3.2	22.6	91.1	1.1	4.5	.3	1.2
$10,000 to $39,999	62.6	100.0	.4	.6	59.7	95.4	1.6	2.6	.9	1.4
Less than $10,000	91.6	100.0	.8	.9	87.1	95.1	2.1	2.3	1.6	1.7
No reply	13.8	100.0	.1	.7	11.7	84.8	.1	.7	1.9	13.8

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 36

NUMBER OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH OFFERING AN OPINION AS TO THE PROFIT FROM A SERVING OF FISH AND SHELLFISH COMPARED WITH THE PROFIT FROM A SERVING OF STEAK, ROAST BEEF, ROAST PORK OR CHICKEN, BY GEOGRAPHIC REGION
(Number of establishments in thousands)

Kind of serving	All establishments		Fish and shellfish serving brings more profit		Fish and shellfish serving brings same profit		Fish and shellfish serving brings less profit		Serve only fish and shellfish		Establishments not replying	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
						United States						
Steak	208.1	100.0	83.7	40.2	60.2	28.9	23.9	11.5	28.1	13.5	12.2	5.9
Roast Beef	208.1	100.0	78.0	37.5	63.2	30.4	22.6	10.8	29.9	14.4	14.4	6.9
Roast Pork	208.1	100.0	72.5	34.8	60.7	29.2	19.3	9.3	39.8	19.1	15.8	7.6
Chicken	208.1	100.0	68.2	32.8	71.8	34.5	25.5	12.2	28.2	13.6	14.4	6.9
						Northeast						
Steak	68.0	100.0	26.2	38.5	15.8	23.2	8.2	12.1	12.8	18.8	5.0	7.4
Roast Beef	68.0	100.0	26.1	38.4	17.2	25.3	8.1	11.9	11.4	16.8	5.2	7.6
Roast Pork	68.0	100.0	22.5	33.0	15.1	22.2	6.3	9.3	18.4	27.1	5.7	8.4
Chicken	68.0	100.0	21.0	30.9	19.6	28.8	9.7	14.3	12.6	18.5	5.1	7.5
						North Central						
Steak	59.7	100.0	23.4	39.2	18.8	31.5	7.8	13.1	6.8	11.4	2.9	4.8
Roast Beef	59.7	100.0	21.5	36.0	19.8	33.2	6.6	11.1	8.2	13.7	3.6	6.0
Roast Pork	59.7	100.0	20.5	34.3	20.6	34.5	6.0	10.1	8.9	14.9	3.7	6.2
Chicken	59.7	100.0	18.2	30.5	22.8	38.2	7.7	12.9	7.7	12.9	3.3	5.5
						South						
Steak	45.9	100.0	21.5	46.8	12.2	26.6	5.2	11.3	5.0	10.9	2.0	4.4
Roast Beef	45.9	100.0	19.2	41.8	13.1	28.5	4.8	10.5	6.1	13.3	2.7	5.9
Roast Pork	45.9	100.0	18.2	39.7	12.5	27.2	4.5	9.8	7.3	15.9	3.4	7.4
Chicken	45.9	100.0	18.0	39.2	16.2	35.3	5.7	12.4	3.1	6.8	2.9	6.3
						West						
Steak	34.5	100.0	12.6	36.5	13.4	38.9	2.7	7.8	3.5	10.1	2.3	6.7
Roast Beef	34.5	100.0	11.2	32.4	13.1	38.0	3.1	9.0	4.2	12.2	2.9	8.4
Roast Pork	34.5	100.0	11.3	32.8	12.5	36.2	2.5	7.2	5.2	15.1	3.0	8.7
Chicken	34.5	100.0	11.0	31.9	13.2	38.3	2.4	6.9	4.8	13.9	3.1	9.0

Table 37

NUMBER OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH OFFERING AN OPINION AS TO THE PROFIT FROM A SERVING OF FISH AND SHELLFISH COMPARED WITH THE PROFIT FROM A SERVING OF STEAK, ROAST BEEF, ROAST PORK OR CHICKEN, BY TYPE OF ESTABLISHMENT
(Number of establishments in thousands)

Kind of serving	All establishments		Fish and shellfish serving brings more profit		Fish and shellfish serving brings same profit		Fish and shellfish serving brings less profit		Serve only fish and shellfish		Establishments not replying	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
					Restaurants							
Steak	105.7	100.0	50.5	47.8	34.3	32.5	12.1	11.4	6.2	5.9	2.6	2.4
Roast Beef	105.7	100.0	46.1	43.6	36.4	34.4	11.7	11.1	7.5	7.1	4.0	3.8
Roast Pork	105.7	100.0	43.6	41.2	36.0	34.1	10.4	9.8	11.5	10.9	4.2	4.0
Chicken	105.7	100.0	40.7	38.5	41.8	39.5	12.5	11.8	6.3	6.0	4.4	4.2
					Cafeterias							
Steak	4.3	100.0	1.9	44.2	1.2	27.9	.3	7.0	.3	7.0	.6	13.9
Roast Beef	4.3	100.0	2.1	48.8	1.4	32.6	.1	2.3	.1	2.3	.6	14.0
Roast Pork	4.3	100.0	1.9	44.2	1.3	30.2	.1	2.3	.3	7.0	.7	16.3
Chicken	4.3	100.0	1.6	37.2	1.7	39.5	.2	4.7	.1	2.3	.7	16.3
					Restaurants or cafeterias located in hotels							
Steak	15.3	100.0	7.7	50.3	5.4	35.3	1.0	6.6	.8	5.2	.4	2.6
Roast Beef	15.3	100.0	7.7	50.3	5.8	37.9	.9	5.9	.5	3.3	.4	2.6
Roast Pork	15.3	100.0	6.7	43.8	6.4	41.8	.6	3.9	1.3	8.5	.3	2.0
Chicken	15.3	100.0	4.6	30.1	7.2	47.1	2.3	15.0	.8	5.2	.4	2.6
					Drug or proprietary stores with fountain service							
Steak	9.8	100.0	2.7	27.5	3.0	30.6	.3	3.1	1.8	18.4	2.0	20.4
Roast Beef	9.8	100.0	2.7	27.6	3.3	33.7	-	-	1.7	17.3	2.1	21.4
Roast Pork	9.8	100.0	2.5	25.5	2.9	29.6	-	-	2.3	23.5	2.1	21.4
Chicken	9.8	100.0	2.2	22.4	3.8	38.8	.2	2.0	1.8	18.4	1.8	18.4
					Other 1/							
Steak	73.0	100.0	20.9	28.6	16.3	22.3	10.2	14.0	19.0	26.0	6.6	9.1
Roast Beef	73.0	100.0	19.4	26.6	16.3	22.3	9.9	13.6	20.1	27.5	7.3	10.0
Roast Pork	73.0	100.0	17.8	24.4	14.1	19.3	8.2	11.2	24.4	33.4	8.5	11.7
Chicken	73.0	100.0	19.1	26.2	17.3	23.7	10.3	14.1	19.2	26.3	7.1	9.7

1/ Includes drinking places, lunch counters, and refreshment stands

Table 38

NUMBER OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH OFFERING AN OPINION AS TO THE PROFIT FROM A SERVING OF FISH AND SHELLFISH COMPARED WITH THE PROFIT FROM A SERVING OF STEAK, ROAST BEEF, ROAST PORK OR CHICKEN, BY CITY SIZE
(Number of establishments in thousands)

Kind of serving	All establishments		Fish and shellfish serving brings more profit		Fish and shellfish serving brings same profit		Fish and shellfish serving brings less profit		Serve only fish and shellfish		Establishments not replying	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
					Population of 500,000 or more							
Steak	42.6	100.0	16.6	39.0	10.1	23.7	5.8	13.6	6.9	16.2	3.2	7.5
Roast Beef	42.6	100.0	15.8	37.1	11.3	26.5	5.5	12.9	6.7	15.7	3.3	7.8
Roast Pork	42.6	100.0	14.2	33.4	9.8	23.0	4.1	9.6	10.1	23.7	4.4	10.3
Chicken	42.6	100.0	12.8	30.1	12.2	28.6	7.0	16.4	7.4	17.4	3.2	7.5
					Population of 100,000 to 499,999							
Steak	26.1	100.0	11.5	44.1	6.8	26.0	2.5	9.6	4.3	16.5	1.0	3.8
Roast Beef	26.1	100.0	10.5	40.2	7.5	28.8	2.9	11.1	4.0	15.3	1.2	4.6
Roast Pork	26.1	100.0	9.5	36.4	7.7	29.5	2.4	9.2	5.3	20.3	1.2	4.6
Chicken	26.1	100.0	9.8	37.6	8.8	33.7	2.9	11.1	3.0	11.5	1.6	6.1
					Population of 25,000 to 99,999							
Steak	27.4	100.0	11.9	43.4	7.0	25.6	2.8	10.2	3.9	14.2	1.8	6.6
Roast Beef	27.4	100.0	11.1	40.5	7.2	26.3	3.0	10.9	4.0	14.6	2.1	7.7
Roast Pork	27.4	100.0	10.5	38.3	7.3	26.6	2.0	7.3	5.5	20.1	2.1	7.7
Chicken	27.4	100.0	9.5	34.7	8.9	32.5	3.1	11.3	3.7	13.5	2.2	8.0
					Population of 2,500 to 24,999							
Steak	39.9	100.0	16.6	41.6	11.3	28.3	4.2	10.5	5.9	14.8	1.9	4.8
Roast Beef	39.9	100.0	15.9	39.9	10.9	27.3	3.9	9.8	6.8	17.0	2.4	6.0
Roast Pork	39.9	100.0	15.3	38.4	11.0	27.6	3.4	8.5	7.4	18.5	2.8	7.0
Chicken	39.9	100.0	14.8	37.1	12.7	31.8	3.8	9.5	6.2	15.6	2.4	6.0
					Population of less than 2,500							
Steak	72.1	100.0	27.1	37.6	25.0	34.7	8.6	11.9	7.1	9.8	4.3	6.0
Roast Beef	72.1	100.0	24.7	34.3	26.3	36.5	7.3	10.1	8.4	11.6	5.4	7.5
Roast Pork	72.1	100.0	23.0	31.9	24.9	34.5	7.4	10.3	11.5	16.0	5.3	7.3
Chicken	72.1	100.0	21.3	29.5	29.2	40.5	8.7	12.1	7.9	11.0	5.0	6.9

Table 39

NUMBER OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH OFFERING AN OPINION AS TO THE PROFIT FROM A SERVING OF FISH AND SHELLFISH COMPARED WITH THE PROFIT FROM A SERVING OF STEAK, ROAST BEEF, ROAST PORK OR CHICKEN, BY SALES SIZE
(Number of establishments in thousands)

Kind of serving	All establishments		Fish and shellfish serving brings more profit		Fish and shellfish serving brings same profit		Fish and shellfish serving brings less profit		Serve only fish and shellfish		Establishments not replying	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
					Annual sales from food of $100,000 or more							
Steak	15.3	100.0	9.6	62.7	4.2	27.5	.6	3.9	.4	2.6	.5	3.3
Roast Beef	15.3	100.0	8.5	55.6	5.1	33.3	.7	4.6	.2	1.3	.8	5.2
Roast Pork	15.3	100.0	7.4	48.4	5.5	35.9	.5	3.3	1.1	7.2	.8	5.2
Chicken	15.3	100.0	5.7	37.3	6.6	43.1	1.4	9.1	.7	4.6	.9	5.9
					Annual sales from food of $40,000 to $99,999							
Steak	24.8	100.0	12.8	51.6	7.4	29.8	2.2	8.9	1.6	6.5	.8	3.2
Roast Beef	24.8	100.0	11.6	46.8	8.1	32.7	1.7	6.8	2.3	9.3	1.1	4.4
Roast Pork	24.8	100.0	10.8	43.6	7.9	31.9	1.5	6.0	3.5	14.1	1.1	4.4
Chicken	24.8	100.0	9.8	39.5	10.5	42.3	2.3	9.3	1.3	5.3	.9	3.6
					Annual sales from food of $10,000 to $39,999							
Steak	62.6	100.0	27.6	44.1	19.6	31.3	7.4	11.8	6.2	9.9	1.8	2.9
Roast Beef	62.6	100.0	26.1	41.7	20.4	32.6	6.5	10.4	6.6	10.5	3.0	4.8
Roast Pork	62.6	100.0	24.0	38.4	19.6	31.3	5.9	9.4	10.1	16.1	3.0	4.8
Chicken	62.6	100.0	22.1	35.3	22.5	35.9	8.3	13.3	6.6	10.5	3.1	5.0
					Annual sales from food less than $10,000							
Steak	91.6	100.0	30.3	33.1	24.4	26.6	11.8	12.9	18.1	19.8	7.0	7.6
Roast Beef	91.6	100.0	28.5	31.1	24.6	26.9	12.2	13.3	19.1	20.8	7.2	7.9
Roast Pork	91.6	100.0	27.4	29.9	22.7	24.8	10.3	11.2	22.8	24.9	8.4	9.2
Chicken	91.6	100.0	27.4	29.9	27.1	29.6	12.1	13.2	17.8	19.4	7.2	7.9
					Establishments not reporting annual sales							
Steak	13.8	100.0	3.4	24.6	4.6	33.3	1.9	13.8	1.8	13.1	2.1	15.2
Roast Beef	13.8	100.0	3.3	23.9	5.0	36.2	1.5	10.9	1.7	12.3	2.3	16.7
Roast Pork	13.8	100.0	2.9	21.0	5.0	36.2	1.1	8.0	2.3	16.7	2.5	18.1
Chicken	13.8	100.0	3.2	23.2	5.1	37.0	1.4	10.1	1.8	13.0	2.3	16.7

Table 40

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING DISADVANTAGES OF SERVING FISH OR SHELLFISH, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Species and geographic region	All establishments		No disadvantage		Strong odor		Difficult to prepare		Price too high, profit too low		Supply not always available		Hard to keep, spoils		Usually receives bad quality		Little or no demand		Other disadvantages	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total																				
Fish	208.1	100.0	125.5	60.3	8.2	3.9	11.7	5.6	3.9	1.9	1.6	.8	19.3	9.3	.3	.2	13.8	6.6	23.8	11.4
Shellfish	208.1	100.0	122.1	58.7	2.7	1.3	10.1	4.8	5.2	2.5	1.2	.6	14.1	6.8	.2	.1	11.0	5.3	41.5	19.9
Region																				
Northeast																				
Fish	68.0	100.0	41.1	60.4	2.7	4.0	3.2	4.7	1.6	2.4	.2	.3	7.5	11.0	-	-	5.2	7.6	6.5	9.6
Shellfish	68.0	100.0	39.4	58.0	.5	.7	4.4	6.5	2.2	3.2	.1	.2	6.6	9.7	-	-	3.7	5.4	11.1	16.3
North Central																				
Fish	59.7	100.0	35.7	59.8	3.0	5.0	4.7	7.9	1.0	1.7	.6	1.0	4.4	7.4	.1	.1	3.1	5.2	7.1	11.9
Shellfish	59.7	100.0	34.3	57.4	1.2	2.0	2.5	4.2	1.5	2.5	.5	.8	2.8	4.7	.1	.2	2.2	3.7	14.6	24.5
South																				
Fish	45.9	100.0	28.2	61.4	1.6	3.5	2.7	5.9	.7	1.5	.6	1.3	4.2	9.2	.2	.4	3.2	7.0	4.5	9.8
Shellfish	45.9	100.0	28.9	63.0	.7	1.5	1.6	3.5	.7	1.5	.5	1.1	2.1	4.6	.1	.2	3.5	7.6	7.8	17.0
West																				
Fish	34.5	100.0	20.5	59.4	.9	2.6	1.1	3.2	.6	1.7	.2	.6	3.2	9.3	-	-	2.3	6.7	5.7	16.5
Shellfish	34.5	100.0	19.5	56.5	.3	.9	1.6	4.7	.8	2.3	.1	.3	2.6	7.5	-	-	1.6	4.6	8.0	23.2

Table 41

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN UNCOOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	10.7	12.6	17.1	16.0	59.4	92.3
Region							
Northeast	68.0	4.9	3.9	6.4	4.5	7.5	40.8
North Central	59.7	2.5	3.5	4.1	5.8	25.5	18.3
South	45.9	2.1	2.3	2.8	3.3	14.9	20.5
West	34.5	1.2	2.9	3.8	2.4	11.5	12.7

Table 42

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN UNCOOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	5.1	6.1	8.2	7.7	28.5	44.4
Region								
Northeast	68.0	100.0	7.2	5.8	9.4	6.6	11.0	60.0
North Central	59.7	100.0	4.2	5.9	6.9	9.7	42.7	30.6
South	45.9	100.0	4.6	5.0	6.1	7.2	32.4	44.7
West	34.5	100.0	3.5	8.4	11.0	7.0	33.3	36.8

Table 43

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FRESH, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	9.4	14.1	17.1	12.2	47.1	108.2
Region							
Northeast	68.0	2.1	6.1	7.9	5.5	22.5	23.9
North Central	59.7	3.4	2.9	3.5	2.4	6.9	40.6
South	45.9	1.9	2.6	2.5	2.5	14.7	21.7
West	34.5	2.0	2.5	3.2	1.8	3.0	22.0

Table 44

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FRESH, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	4.5	6.8	8.2	5.9	22.6	52.0
Region								
Northeast	68.0	100.0	3.1	9.0	11.6	8.1	33.1	35.1
North Central	59.7	100.0	5.7	4.9	5.9	4.0	11.5	68.0
South	45.9	100.0	4.1	5.7	5.5	5.4	32.0	47.3
West	34.5	100.0	5.8	7.2	9.3	5.2	8.7	63.8

Table 45

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED CANNED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	53.5	15.4	8.6	4.7	23.7	102.2
Region							
Northeast	68.0	19.6	6.7	4.3	2.5	10.9	24.0
North Central	59.7	14.8	3.7	1.9	.6	4.7	34.0
South	45.9	7.8	2.5	1.0	.3	2.4	31.9
West	34.5	11.3	2.5	1.4	1.3	5.7	12.3

Table 46

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED CANNED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	25.7	7.4	4.1	2.3	11.4	49.1
Region								
Northeast	68.0	100.0	28.8	9.9	6.3	3.7	16.0	35.3
North Central	59.7	100.0	24.8	6.2	3.2	1.0	7.8	57.0
South	45.9	100.0	17.0	5.4	2.2	.7	5.2	69.5
West	34.5	100.0	32.8	7.2	4.0	3.8	16.5	35.7

Table 47

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN PRECOOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	1.9	1.4	1.2	.3	1.4	201.9
Region							
Northeast	68.0	.8	.5	.4	.1	.4	65.8
North Central	59.7	.3	.6	.2	.1	.8	57.7
South	45.9	.5	.1	.1	-	.1	45.1
West	34.5	.3	.2	.5	.1	.1	33.3

Table 48

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN PRECOOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	.9	.7	.6	.1	.7	97.0
Region								
Northeast	68.0	100.0	1.2	.7	.6	.1	.6	96.8
North Central	59.7	100.0	.5	1.0	.3	.2	1.3	96.7
South	45.9	100.0	1.1	.2	.2	-	.2	98.3
West	34.5	100.0	.9	.6	1.4	.3	.3	96.5

Table 49

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN BREADED UNCOOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establish-ments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	6.1	6.1	3.8	2.5	8.6	181.0
Region							
Northeast	68.0	1.7	1.7	.9	.4	.9	62.4
North Central	59.7	2.6	2.4	1.3	.8	4.3	48.3
South	45.9	1.1	1.2	1.3	.7	2.2	39.4
West	34.5	.7	.8	.3	.6	1.2	30.9

Table 50

DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN BREADED UNCOOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	2.9	2.9	1.8	1.2	4.2	87.0
Region								
Northeast	68.0	100.0	2.5	2.5	1.3	.6	1.3	91.8
North Central	59.7	100.0	4.4	4.0	2.2	1.3	7.2	80.9
South	45.9	100.0	2.4	2.6	2.8	1.5	4.8	85.9
West	34.5	100.0	2.0	2.3	.9	1.7	3.5	89.6

Table 51

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN BREADED COOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	1.8	1.4	1.3	.5	1.5	201.6
Region							
Northeast	68.0	.7	.4	.3	.1	.6	65.9
North Central	59.7	.8	.6	.3	.3	.6	57.1
South	45.9	.1	.2	.6	.1	.3	44.6
West	34.5	.2	.2	.1	-	-	34.0

Table 52

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED FROZEN BREADED COOKED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	.9	.7	.6	.2	.7	96.9
Region								
Northeast	68.0	100.0	1.0	.6	.4	.1	.9	97.0
North Central	59.7	100.0	1.3	1.0	.5	.5	1.0	95.7
South	45.9	100.0	.2	.4	1.3	.2	.7	97.2
West	34.5	100.0	.6	.6	.3	-	-	98.5

Table 53

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED OTHER THAN FROZEN, FRESH OR CANNED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments	1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Number	Number	Number	Number	Number	Number
United States Total	208.1	3.4	.8	.3	.1	2.7	200.8
Region							
Northeast	68.0	1.7	.4	.1	-	.9	64.9
North Central	59.7	.6	.1	.1	-	.6	58.3
South	45.9	.2	.3	-	-	.3	45.1
West	34.5	.9	-	.1	.1	.9	32.5

Table 54

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED OTHER THAN FROZEN, FRESH OR CANNED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		1 to 19 percent	20 to 39 percent	40 to 59 percent	60 to 79 percent	80 to 100 percent	No reply or not applicable
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States Total	208.1	100.0	1.6	.4	.1	.1	1.3	96.5
Region								
Northeast	68.0	100.0	2.5	.6	.1	-	1.3	95.5
North Central	59.7	100.0	1.0	.2	.1	-	1.0	97.7
South	45.9	100.0	.4	.7	-	-	.6	98.3
West	34.5	100.0	2.6	-	.3	.3	2.6	94.2

Table 55

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING TYPE OF SUPPLIER FROM WHOM FISH AND SHELLFISH ARE USUALLY RECEIVED

(Number of establishments in thousands)

Category	All establishments		Supplied by wholesaler		Supplied by retailer		Other suppliers		Multiple suppliers		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	156.1	75.0	45.3	21.8	2.8	1.3	3.0	1.4	.9	.5
Region												
Northeast	68.0	100.0	45.2	66.5	21.1	31.1	.2	.3	1.2	1.7	.3	.4
North Central	59.7	100.0	47.6	79.7	10.3	17.2	.7	1.2	.7	1.2	.4	.7
South	45.9	100.0	37.1	80.8	7.1	15.5	.9	2.0	.7	1.5	.1	.2
West	34.5	100.0	26.2	75.9	6.8	19.7	1.0	2.9	.4	1.2	.1	.3
Type of Establishment												
Restaurants	105.7	100.0	81.2	76.8	21.1	20.0	1.3	1.2	1.7	1.6	.4	.4
Cafeterias	4.3	100.0	4.1	95.3	.2	4.7	-	-	-	-	-	-
Restaurants or cafeterias located in hotels	15.3	100.0	14.5	94.8	.4	2.6	.2	1.3	.2	1.3	-	-
Drug or proprietary stores with fountain service	9.8	100.0	6.8	69.4	2.2	22.4	.3	3.1	.4	4.1	.1	1.0
Other 1/	73.0	100.0	49.5	67.8	21.4	29.3	1.0	1.4	.7	1.0	.4	.5
City Size (population)												
500,000 or more	42.6	100.0	28.3	66.4	13.4	31.4	.2	.5	.5	1.2	.2	.5
100,000 to 499,999	26.1	100.0	21.3	81.6	3.7	14.2	.4	1.5	.6	2.3	.1	.4
25,000 to 99,999	27.4	100.0	21.8	79.6	4.7	17.1	.5	1.8	.3	1.1	.1	.4
2,500 to 24,999	39.9	100.0	27.8	69.7	10.3	25.8	.8	2.0	.7	1.8	.3	.7
Less than 2,500	72.1	100.0	56.9	78.9	13.2	18.3	.9	1.3	.9	1.3	.2	.2
Annual Sales Size (from food)												
$100,000 or more	15.3	100.0	14.0	91.5	.5	3.3	.2	1.3	.6	3.9	-	-
$40,000 to $99,999	24.8	100.0	22.4	90.3	2.0	8.1	.2	.8	.1	.4	.1	.4
$10,000 to $39,999	62.6	100.0	50.6	80.8	10.9	17.4	.1	.2	.9	1.4	.1	.2
Less than $10,000	91.6	100.0	59.7	65.2	28.2	30.8	2.0	2.2	1.2	1.3	.5	.5
No reply	13.8	100.0	9.4	68.2	3.7	26.8	.3	2.2	.2	1.4	.2	1.4

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 56

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING DISTANCE OF ESTABLISHMENTS FROM SUPPLIERS

(Number of establishments in thousands)

Category	All establishments		Less than 10 miles		10-50 miles		50-100 miles		More than 100 miles		Don't know		Multiple reply		No reply	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	136.6	65.6	44.8	21.5	14.3	6.9	6.7	3.2	2.0	1.0	2.1	1.0	1.6	.8
Region																
Northeast	68.0	100.0	50.8	74.7	13.3	19.6	1.6	2.4	1.5	2.2	-	-	.7	1.0	.1	.1
North Central	59.7	100.0	36.8	61.6	15.0	25.1	6.0	10.1	.6	1.0	.2	.3	.7	1.2	.4	.7
South	45.9	100.0	30.2	65.8	8.8	19.2	3.3	7.2	2.3	5.0	.2	.4	.4	.9	.7	1.5
West	34.5	100.0	18.8	54.5	7.7	22.3	3.4	9.9	2.3	6.7	1.6	4.6	.3	.9	.4	1.1
Type of Establishment																
Restaurants	105.7	100.0	65.1	61.6	24.7	23.4	8.8	8.3	4.6	4.4	.2	.2	1.1	1.0	1.2	1.1
Cafeterias	4.3	100.0	3.4	79.1	.6	14.0	.2	4.6	-	-	-	-	.1	2.3	-	-
Restaurants or cafeterias located in hotels	15.3	100.0	7.0	45.8	4.3	28.1	.7	4.6	1.2	7.8	1.2	7.8	.9	5.9	-	-
Drug or proprietary stores with fountain service	9.8	100.0	6.7	68.4	2.0	20.4	.8	8.2	-	-	.2	2.0	-	-	.1	1.0
Other 1/	73.0	100.0	54.4	74.5	13.2	18.1	3.8	5.2	.9	1.2	.4	.6	-	-	.3	.4
City Size (population)																
500,000 or more	42.6	100.0	38.8	91.1	2.7	6.3	.2	.5	.3	.7	-	-	.4	.9	.2	.5
100,000 to 499,999	26.1	100.0	23.3	89.3	1.2	4.6	.3	1.1	.6	2.3	-	-	.5	1.9	.2	.8
25,000 to 99,999	27.4	100.0	22.0	80.3	3.8	13.9	.7	2.5	.3	1.1	-	-	.5	1.8	.1	.4
2,500 to 24,999	39.9	100.0	20.5	51.4	11.1	27.8	4.9	12.3	2.6	6.5	.2	.5	.2	.5	.4	1.0
Less than 2,500	72.1	100.0	32.0	44.4	26.0	36.0	8.2	11.4	2.9	4.0	1.8	2.5	.5	.7	.7	1.0
Annual Sales Size (from food)																
$100,000 or more	15.3	100.0	9.6	62.7	2.2	14.4	.7	4.6	1.5	9.8	-	-	1.2	7.8	.1	.7
$40,000 to $99,999	24.8	100.0	15.9	64.1	4.5	18.2	2.2	8.9	1.2	4.8	.1	.4	.7	2.8	.2	.8
$10,000 to $39,999	62.6	100.0	39.8	63.6	14.7	23.5	4.9	7.8	2.2	3.5	.4	.6	.1	.2	.5	.8
Less than $10,000	91.6	100.0	61.9	67.6	20.8	22.7	5.8	6.3	1.1	1.2	1.4	1.5	.1	.1	.5	.6
No reply	13.8	100.0	9.4	68.1	2.6	18.8	.7	5.1	.7	5.1	.1	.7	-	-	.3	2.2

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 57

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING FREQUENCY OF ORDERING FROZEN FISH OR SHELLFISH
(Number of establishments in thousands)

Category	All Establishments		Every day		2 to 4 times a week		Once a week		2 or 3 times a month		Once a month		Less than once a month		Whenever needed		No reply or not applicable	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
United States Total	208.1	100.0	12.9	6.2	32.6	15.7	89.8	43.1	10.0	4.8	7.7	3.7	2.7	1.3	12.0	5.8	40.4	19.4
Region																		
Northeast	68.0	100.0	4.3	6.3	8.0	11.8	26.8	39.4	2.5	3.7	2.5	3.7	1.1	1.6	4.3	6.3	18.5	27.2
North Central	59.7	100.0	3.2	5.4	8.8	14.7	32.9	55.1	2.7	4.5	2.6	4.4	.6	1.0	2.8	4.7	6.1	10.2
South	45.9	100.0	2.8	6.1	8.5	18.5	17.9	39.0	1.8	3.9	1.7	3.7	.6	1.3	3.6	7.9	9.0	19.6
West	34.5	100.0	2.6	7.5	7.3	21.2	12.2	35.4	3.0	8.7	.9	2.6	.4	1.1	1.3	3.8	6.8	19.7
Type of Establishment																		
Restaurants	105.7	100.0	6.9	6.5	17.9	16.9	50.3	47.6	4.7	4.5	3.6	3.4	1.4	1.3	5.6	5.3	15.3	14.5
Cafeterias	4.3	100.0	.2	4.6	.8	18.6	2.2	51.2	.1	2.3	.1	2.3	-	-	.3	7.0	.6	14.0
Restaurants or cafeterias located in hotels	15.3	100.0	3.5	22.9	3.1	20.2	4.9	32.0	.7	4.6	.3	2.0	-	-	.6	3.9	2.2	14.4
Drug or proprietary stores with fountain service	9.8	100.0	.3	3.1	.8	8.2	2.5	25.5	1.5	15.3	.7	7.1	.1	1.0	.1	1.0	3.8	38.8
Other 1/	73.0	100.0	2.0	2.7	10.0	13.7	29.9	41.0	3.0	4.1	3.0	4.1	1.2	1.6	5.4	7.4	18.5	25.4
City Size(population)																		
500,000 or more	42.6	100.0	3.6	8.5	6.5	15.3	16.4	38.5	1.5	3.5	.9	2.1	.4	.9	2.1	4.9	11.2	26.3
100,000 to 499,999	26.1	100.0	3.7	14.2	5.6	21.4	9.2	35.3	.8	3.1	1.1	4.2	.4	1.5	1.3	5.0	4.0	15.3
25,000 to 99,999	27.4	100.0	2.1	7.7	4.4	16.1	13.1	47.8	1.2	4.4	.8	2.9	.4	1.4	.9	3.3	4.5	16.4
2,500 to 24,999	39.9	100.0	1.6	4.0	6.0	15.0	18.5	46.4	2.0	5.0	1.7	4.3	.4	1.0	3.7	9.3	6.0	15.0
Less than 2,500	72.1	100.0	1.9	2.6	10.1	14.0	32.6	45.2	4.5	6.3	3.2	4.4	1.1	1.5	4.0	5.6	14.7	20.4
Annual Sales Size (from food)																		
$100,000 or more	15.3	100.0	4.6	30.1	5.2	34.0	2.5	16.3	.4	2.6	.1	.7	.1	.7	1.0	6.5	1.4	9.1
$40,000 to $99,999	24.8	100.0	3.0	12.1	5.9	23.8	11.2	45.2	1.1	4.4	.1	.4	.2	.8	.8	3.2	2.5	10.1
$10,000 to $39,999	62.6	100.0	2.7	4.3	10.0	16.0	32.4	51.8	3.0	4.8	2.3	3.7	.6	.9	2.5	4.0	9.1	14.5
Less than $10,000	91.6	100.0	1.5	1.6	9.9	10.8	38.3	41.8	4.8	5.2	4.6	5.0	1.7	1.9	7.0	7.7	23.8	26.0
No reply	13.8	100.0	1.1	8.0	1.6	11.6	5.4	39.1	.7	5.1	.6	4.3	.1	.7	.7	5.1	3.6	26.1

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 58

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING WHETHER SUPPLIER USUALLY DELIVERS FISH AND SHELLFISH OR IT IS PICKED UP BY EATING PLACE

(Number of establishments in thousands)

Category	All establishments		Supplier usually delivers		Eating place picks up own supplies		Delivered and picked up		No reply	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	152.0	73.1	51.6	24.8	1.1	.5	3.4	1.6
Region										
Northeast	68.0	100.0	44.9	66.1	22.5	33.1	.2	.3	.4	.5
North Central	59.7	100.0	48.0	80.4	10.8	18.1	.4	.7	.5	.8
South	45.9	100.0	33.8	73.6	10.7	23.3	.4	.9	1.0	2.2
West	34.5	100.0	25.3	73.3	7.6	22.0	.1	.3	1.5	4.4
Type of Establishment										
Restaurants	105.7	100.0	79.8	75.5	23.8	22.5	.8	.8	1.3	1.2
Cafeterias	4.3	100.0	3.7	86.0	.4	9.3	-	-	.2	4.7
Restaurants or cafeterias located in hotels	15.3	100.0	12.9	84.3	1.0	6.5	-	-	1.4	9.2
Drug or proprietary stores with fountain service	9.8	100.0	7.5	76.5	2.3	23.5	-	-	-	-
Other 1/	73.0	100.0	48.1	65.9	24.1	33.0	.3	.4	.5	.7
City Size (population)										
500,000 or more	42.6	100.0	28.1	66.0	14.0	32.9	.1	.2	.4	.9
100,000 to 499,999	26.1	100.0	20.6	78.9	5.1	19.6	.1	.4	.3	1.1
25,000 to 99,999	27.4	100.0	21.9	79.9	5.1	18.6	.3	1.1	.1	.4
2,500 to 24,999	39.9	100.0	29.3	73.4	9.9	24.8	.2	.5	.5	1.3
Less than 2,500	72.1	100.0	52.1	72.3	17.5	24.3	.4	.5	2.1	2.9
Annual Sales Size (from food)										
$100,000 or more	15.3	100.0	14.5	94.8	.6	3.9	-	-	.2	1.3
$40,000 to $99,999	24.8	100.0	22.5	90.7	1.8	7.3	.3	1.2	.2	.8
$10,000 to $39,999	62.6	100.0	47.3	75.6	14.6	23.3	.3	.5	.4	.6
Less than $10,000	91.6	100.0	57.9	63.2	31.0	33.9	.4	.4	2.3	2.5
No reply	13.8	100.0	9.8	71.0	3.6	26.1	.1	.7	.3	2

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 59

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE NEED FOR A GRADE OR QUALITY STANDARD FOR FISH AND SHELLFISH PURCHASED, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		Need grade or quality standard		Do not need grade or quality standard		Do not know		No reply	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	105.2	50.6	52.1	25.0	46.7	22.4	4.1	2.0
Region										
Northeast	68.0	100.0	33.7	49.5	16.5	24.3	17.2	25.3	.6	.9
North Central	59.7	100.0	29.7	49.8	17.4	29.1	10.9	18.3	1.7	2.8
South	45.9	100.0	22.9	49.9	10.8	23.5	10.9	23.8	1.3	2.8
West	34.5	100.0	18.9	54.8	7.4	21.5	7.7	22.3	.5	1.4

Table 60

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH OFFERING SUGGESTIONS OR IDEAS ON HOW THE FISHERY INDUSTRY MIGHT HELP PUBLIC EATING PLACES SELL MORE FISH AND SHELLFISH, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		No suggestions offered		Need quality or grade standard		Lower prices		Improve quality	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	121.7	58.5	6.1	2.9	13.9	6.7	8.2	4.0
Region										
Northeast	68.0	100.0	41.0	60.3	2.0	2.9	6.0	8.8	1.8	2.7
North Central	59.7	100.0	29.3	49.1	2.3	3.8	4.1	6.9	2.6	4.4
South	45.9	100.0	29.2	63.6	1.0	2.2	2.3	5.0	2.1	4.6
West	34.5	100.0	22.2	64.4	.8	2.3	1.5	4.3	1.7	4.9

Geographic region	Control size of portion		National fish day or week		Need more publicity		Make greater variety of fish available		Other suggestions	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	3.3	1.6	.9	.4	19.0	9.1	4.0	1.9	31.0	14.9
Region										
Northeast	.5	.7	.6	.9	7.0	10.3	.6	.9	8.5	12.5
North Central	.7	1.2	.2	.3	6.2	10.4	1.5	2.5	12.8	21.4
South	1.1	2.4	.1	.2	2.5	5.4	1.5	3.3	6.1	13.3
West	1.0	2.9	-	-	3.3	9.6	.4	1.2	3.6	10.4

Table 61

QUANTITY, VALUE AND AVERAGE PRICE PER POUND OF FRESH, FROZEN AND CANNED FISH AND SHELLFISH BOUGHT BY PUBLIC EATING PLACES SERVING FISH AND SHELLFISH, BY GEOGRAPHIC REGION AND SPECIES 1/

Species	United States - Total			Northeast			North Central			South			West		
	Quantity	Value	Unit value	Quantity	Value	Unit value	Quantity	Value	Unit value	Quantity	Value	Unit value	Quantity	Value	Unit value
	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound
All Species - Total	7,574.7	4,823.5	63.7	2,727.3	1,690.9	62.0	1,792.1	1,248.1	69.6	1,926.3	1,128.4	58.6	1,129.0	756.1	67.0
Fresh fish - Total	2,063.3	976.8	47.3	960.5	425.0	44.2	303.8	184.1	60.6	438.5	194.6	44.4	360.5	173.1	48.0
Catfish	190.0	95.3	50.2	-	-	-	64.0	39.1	61.1	124.7	55.5	44.5	1.3	.7	53.8
Flounder	548.5	257.7	47.0	392.9	186.6	47.5	8.0	4.3	53.8	100.7	43.1	42.8	46.9	23.7	50.5
Haddock	236.7	89.2	37.7	208.9	77.1	36.9	20.4	9.3	45.6	7.4	2.8	37.8	-	-	-
Halibut	308.9	122.2	39.6	138.0	52.8	38.3	37.4	15.0	40.1	3.1	1.4	45.2	130.4	53.0	40.6
Red snapper	188.2	89.5	47.6	10.8	6.4	59.2	11.5	7.0	60.9	160.6	74.3	46.3	5.3	1.8	34.0
Salmon	230.0	127.8	55.6	65.4	39.4	60.2	11.5	7.0	60.9	4.4	2.4	54.5	148.7	79.0	53.1
Sea bass	115.5	44.9	38.9	48.3	15.2	31.5	4.0	1.7	42.5	36.8	14.7	39.9	26.4	13.3	50.4
Whitefish	245.5	150.2	61.2	96.2	47.5	49.4	147.0	100.7	68.5	.8	.4	50.0	1.5	1.6	106.7
Fresh shellfish - Total	1,198.7	1,019.3	85.0	565.8	434.9	76.9	120.0	113.9	94.9	443.1	388.8	87.7	69.8	81.7	117.0
Crab	297.7	361.1	121.3	57.2	61.9	108.2	10.5	16.8	160.0	170.8	212.6	124.5	59.2	69.8	117.9
Lobster	372.2	264.1	71.0	290.7	195.6	67.3	56.4	48.3	85.6	23.1	18.3	79.2	2.0	1.9	95.0
Shrimp	528.8	394.1	74.5	217.9	177.4	81.4	53.1	48.8	91.9	249.2	157.9	63.4	8.6	10.0	116.3
Frozen fish - Total	1,433.2	510.2	35.6	283.3	98.7	34.8	438.1	165.2	37.7	530.8	161.4	30.4	181.0	84.9	46.9
Cod	558.5	174.0	31.2	38.5	12.6	32.7	154.5	54.9	35.5	341.5	97.1	28.4	24.0	9.4	39.2
Haddock	255.6	94.6	37.0	56.2	21.3	37.9	73.6	31.1	42.2	124.5	41.6	33.4	1.3	.6	46.2
Halibut	462.9	186.3	40.2	174.4	60.2	34.5	102.0	40.3	39.5	32.9	11.7	35.6	153.6	74.1	48.2
Ocean perch	156.2	55.3	35.4	14.2	4.6	32.4	108.0	38.9	36.0	31.9	11.0	34.5	2.1	.8	38.1
Frozen shellfish - Total	2,404.0	2,012.2	83.7	760.7	627.2	82.4	772.4	680.3	88.1	450.5	350.6	77.8	420.4	354.1	84.2
Scallop	151.6	107.1	70.6	73.8	49.5	67.1	44.2	34.0	76.9	5.4	4.1	75.9	28.2	19.5	69.1
Lobster	406.3	433.0	106.6	134.5	137.9	102.5	169.9	197.0	116.0	24.0	23.2	96.7	77.9	74.9	96.1
Shrimp	1,846.1	1,472.1	79.7	552.4	439.8	79.6	558.3	449.3	80.5	421.1	323.3	76.8	314.3	259.7	82.6
Canned fish - Total	475.5	305.0	64.1	157.0	105.1	66.9	157.8	104.6	66.3	63.4	33.0	52.0	97.3	62.3	64.0
Salmon	165.4	109.8	66.4	37.4	27.8	74.3	84.5	53.2	63.0	33.5	18.0	53.7	10.0	10.8	108.0
Sardines	16.8	12.9	76.8	5.1	3.4	66.7	8.9	7.7	86.5	.2	.1	50.0	2.6	1.7	65.4
Tuna	293.3	182.3	62.2	114.5	73.9	64.5	64.4	43.7	67.8	29.7	14.9	50.2	84.7	49.8	58.8

1/ Average prices, quantities and dollar values based on purchases during the 7-day period prior to interviewing the individual establishment.

Table 62

QUANTITY, VALUE AND AVERAGE PRICE PER POUND OF FRESH, FROZEN AND CANNED FISH AND SHELLFISH PURCHASED, SEVEN DAY PERIOD, BY PUBLIC EATING PLACES SERVING FISH AND SHELLFISH 1/ - 2/

Species	United States			Northeast			North Central			South			West		
	Quantity	Value	Unit Value	Quantity	Value	Unit Value	Quantity	Value	Unit Value	Quantity	Value	Unit Value	Quantity	Value	Unit Value
	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound	Thousand pounds	Thousand dollars	Cents per pound
Fish and Shellfish - Total	7,574.7	4,823.5	63.7	2,727.3	1,690.9	62.0	1,792.1	1,248.1	69.6	1,926.3	1,128.4	58.6	1,129.0	756.1	67.0
Fish - Total	3,496.5	1,487.0	42.5	1,243.8	523.7	42.1	741.9	349.3	47.1	969.3	356.0	36.7	541.5	258.0	47.6
Fresh	2,063.3	976.8	47.3	960.5	425.0	44.2	303.8	184.1	60.6	438.5	194.6	44.4	360.5	173.1	48.0
Frozen	1,433.2	510.2	35.6	283.3	98.7	34.8	438.1	165.2	37.7	530.8	161.4	30.4	181.0	84.9	46.9
Fish, Canned - Total	475.5	305.0	64.1	157.0	105.1	66.9	157.8	104.6	66.3	63.4	33.0	52.0	97.3	62.3	64.0
Shellfish - Total	3,602.7	3,031.5	84.1	1,326.5	1,062.1	80.1	892.4	794.2	89.0	893.6	739.4	82.7	490.2	435.8	88.9
Fresh	1,198.7	1,019.3	85.0	565.8	434.9	76.9	120.0	113.9	94.9	443.1	388.8	87.7	69.8	81.7	117.0
Frozen	2,404.0	2,012.2	83.7	760.7	627.2	82.4	772.4	680.3	88.1	450.5	350.6	77.8	420.4	354.1	84.2
	(Percentage Distribution)														
Fish and Shellfish - Total	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0	
Fish - Total	46.1	30.8		45.6	31.0		41.4	28.0		50.3	31.5		48.0	34.1	
Fresh	27.2	20.2		35.2	25.1		17.0	14.8		22.8	17.2		31.9	22.9	
Frozen	18.9	10.6		10.4	5.9		24.4	13.2		27.5	14.3		16.1	11.2	
Fish, Canned - Total	6.3	6.3		5.8	6.2		8.8	8.4		3.3	3.0		8.6	8.2	
Shellfish - Total	47.6	62.9		48.6	62.8		49.8	63.6		46.4	65.5		43.4	57.7	
Fresh	15.8	21.1		20.7	25.7		6.7	9.1		23.0	34.5		6.2	10.8	
Frozen	31.8	41.8		27.9	37.1		43.1	54.5		23.4	31.0		37.2	46.9	

1/ Species of fish and shellfish included in this table are those shown in table

2/ Average prices, quantities and dollar values based on purchases during the seven day period prior to interviewing the individual establishment.

Table 63

PRINCIPAL SPECIES OF FISH AND SHELLFISH PURCHASED BY PUBLIC EATING PLACES SERVING FISH AND SHELLFISH, SEVEN DAY PERIOD, RANKED ACCORDING TO QUANTITY AND VALUE

Species	Rank	Quantity	Rank	Value	Unit value
		Thousand pounds		Thousand dollars	Cents per pound
Fresh and Frozen Fish - Total	-	3,496.6	-	1,487.0	42.5
Halibut	1	771.8	1	308.5	40.0
Cod	2	558.5	4	174.0	31.2
Flounder	3	548.5	2	257.7	47.0
Haddock	4	492.3	3	183.8	37.3
Whitefish	5	245.6	5	150.2	61.2
Salmon	6	230.0	6	127.8	55.6
Catfish	7	190.0	7	95.3	50.2
Red snapper	8	188.2	8	89.5	47.6
Ocean perch	9	156.2	9	55.3	35.4
Sea bass	10	115.5	10	44.9	38.9
Fresh and Frozen Shellfish Total	-	3,602.7	-	3,031.5	84.1
Shrimp	1	2,374.9	1	1,866.2	78.6
Lobster	2	778.5	2	697.1	89.5
Scallop	3	449.3	3	468.2	104.2

Table 64

NUMBER OF METHODS USED BY PUBLIC EATING PLACES SERVING FISH AND SHELLFISH TO PROMOTE SALE OF FISH AND SHELLFISH MEALS 1/

(Number of methods in thousands)

Category	All methods used		Featured special on menu		Suggestion by waiters		Window display		Separate menu for fish		Newspaper advertising		Radio or television advertising		Other methods used	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	225.9	100.0	83.8	37.1	57.0	25.2	14.8	6.6	8.9	3.9	8.3	3.7	4.2	1.9	48.9	21.6
Region																
Northeast	67.7	100.0	23.7	35.0	16.1	23.8	4.5	6.6	3.1	4.6	2.1	3.1	.5	.7	17.7	26.2
North Central	72.9	100.0	27.6	37.9	18.7	25.6	5.4	7.4	2.3	3.2	3.2	4.4	1.4	1.9	14.3	19.6
South	48.5	100.0	15.7	32.4	13.9	28.7	3.6	7.4	2.4	4.9	1.7	3.5	1.7	3.5	9.5	19.6
West	36.8	100.0	16.8	45.7	8.3	22.6	1.3	3.5	1.1	3.0	1.3	3.5	.6	1.6	7.4	20.1
Type of Establishment																
Restaurants	127.1	100.0	53.1	41.8	34.2	26.9	7.2	5.7	5.4	4.2	4.9	3.8	2.5	2.0	19.8	15.6
Cafeterias	4.3	100.0	1.7	39.5	.7	16.2	.3	7.0	.2	4.7	.2	4.7	-	-	1.2	27.9
Restaurants or cafeterias located in hotels	20.1	100.0	6.8	33.8	5.5	27.3	.3	1.5	1.0	5.0	1.2	6.0	.7	3.5	4.6	22.9
Drug or proprietary stores with fountain service	9.3	100.0	5.2	55.9	2.0	21.5	.7	7.5	.2	2.2	.1	1.1	-	-	1.1	11.8
Other 2/	65.1	100.0	17.0	26.1	14.6	22.4	6.3	9.7	2.1	3.2	1.9	2.9	1.0	1.6	22.2	34.1
City Size (population)																
500,000 or more	42.2	100.0	16.0	37.9	9.2	21.8	4.3	10.2	2.1	5.0	.4	.9	.2	.5	10.0	23.7
100,000 to 499,999	28.4	100.0	10.8	38.0	7.7	27.1	1.9	6.7	.5	1.8	.8	2.8	.4	1.4	6.3	22.2
25,000 to 99,999	31.1	100.0	11.3	36.3	6.9	22.2	2.7	8.7	1.0	3.2	1.7	5.5	1.0	3.2	6.5	20.9
2,500 to 24,999	45.0	100.0	15.2	33.8	13.2	29.3	2.8	6.2	1.8	4.0	2.0	4.4	.8	1.8	9.2	20.5
Less than 2,500	79.2	100.0	30.5	38.5	20.0	25.3	3.1	3.9	3.5	4.4	3.4	4.3	1.8	2.3	16.9	21.3
Annual Sales Size (from food)																
$100,000 or more	22.0	100.0	9.7	44.1	6.3	28.6	.6	2.7	.9	4.1	1.2	5.5	.9	4.1	2.4	10.9
$40,000 to $99,999	33.5	100.0	14.6	43.6	8.3	24.8	1.6	4.8	.8	2.4	2.8	8.3	1.1	3.3	4.3	12.8
$10,000 to $39,999	71.5	100.0	28.5	39.9	18.7	26.1	5.3	7.4	2.9	4.1	1.8	2.5	1.1	1.5	13.2	18.5
Less than $10,000	86.8	100.0	25.2	29.0	21.0	24.2	6.8	7.8	3.9	4.5	2.2	2.5	1.1	1.3	26.6	30.7
No reply	12.1	100.0	5.8	47.9	2.7	22.3	.5	4.2	.4	3.3	.3	2.5	-	-	2.4	19.8

1/ Some of the 208,000 establishments serving fish and shellfish used more than one method.

2/ Includes drinking places, lunch counters, and refreshment stands.

PUBLIC EATING PLACES SERVING FISH AND SHELLFISH INDICATING METHODS FOUND MOST EFFECTIVE IN PROMOTING SALES OF FISH AND SHELLFISH MEALS

(Number of establishments in thousands)

Category	All establishments		Establishments reporting one effective method										Establishments reporting two effective methods				None of methods listed		Do not know	
			Separate menu for fish		Window display		Featured special on menu		Suggestions by waiter		Other methods		Featured special on menu and suggestions by waiters		Other methods					
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	2.0	1.0	3.3	1.6	36.4	17.5	15.3	7.3	21.1	10.1	25.1	12.1	23.3	11.2	56.2	27.0	25.4	12.2
Region																				
Northeast	68.0	100.0	.9	1.3	.6	.9	9.1	13.4	3.6	5.3	8.4	12.3	7.9	11.6	6.7	9.9	23.0	33.8	7.8	11.5
North Central	59.7	100.0	.7	1.2	1.5	2.5	11.1	18.6	4.7	7.9	6.4	10.7	8.5	14.2	7.3	12.2	11.8	19.8	7.7	12.9
South	45.9	100.0	.2	.4	1.1	2.4	6.8	14.8	5.3	11.5	4.3	9.4	4.5	9.8	6.0	13.1	11.2	24.4	6.5	14.2
West	34.5	100.0	.2	.6	.1	.3	9.4	27.2	1.7	4.9	2.0	5.8	4.2	12.2	3.3	9.6	10.2	29.6	3.4	9.8
Type of Establishment																				
Restaurants	105.7	100.0	1.1	1.0	.7	.7	22.9	21.7	8.0	7.6	7.7	7.3	16.2	15.3	14.1	13.3	23.1	21.8	11.9	11.3
Cafeterias	4.3	100.0	-	-	.1	2.3	.7	16.3	.4	9.3	.5	11.6	.2	4.7	.4	9.3	1.2	27.9	.8	18.6
Restaurants or cafeterias located in hotels	15.3	100.0	.2	1.3	-	-	2.4	15.7	1.1	7.2	1.2	7.8	3.1	20.3	1.9	12.4	3.1	20.3	2.3	15.0
Drug or proprietary stores with fountain service	9.8	100.0	-	-	.5	5.1	3.0	30.6	.8	8.2	.4	4.1	.9	9.2	.6	6.1	2.7	27.5	.9	9.2
Other 1/	73.0	100.0	.7	1.0	2.0	2.7	7.4	10.1	5.0	6.9	11.3	15.5	4.7	6.4	6.3	8.6	26.1	35.8	9.5	13.0
City Size (population)																				
500,000 or more	42.6	100.0	.6	1.4	1.0	2.3	7.9	18.5	2.0	4.7	4.9	11.5	4.8	11.3	3.9	9.2	13.2	31.0	4.3	10.1
100,000 to 499,999	25.9	100.0	.1	.4	.6	2.3	3.9	15.1	2.4	9.3	2.1	8.1	3.4	13.1	2.5	9.7	7.6	29.3	3.3	12.7
25,000 to 99,999	27.6	100.0	.2	.7	.8	2.9	4.2	15.2	2.0	7.3	3.4	12.3	3.4	12.3	3.6	13.1	6.9	25.0	3.1	11.2
2,500 to 24,999	39.7	100.0	.2	.5	.5	1.3	5.6	14.1	3.3	8.3	3.2	8.1	6.1	15.4	4.5	11.3	10.3	25.9	6.0	15.1
Less than 2,500	72.3	100.0	.9	1.2	.4	.6	14.8	20.5	5.6	7.7	7.5	10.4	7.4	10.2	8.8	12.2	18.2	25.2	8.7	12.0
Annual Sales Size (from food)																				
$100,000 or more	15.2	100.0	.3	2.0	.1	.6	3.1	20.4	.8	5.3	.8	5.3	3.8	25.0	2.3	15.1	3.0	19.7	1.0	6.6
$40,000 to $99,999	24.8	100.0	-	-	-	-	5.9	23.8	1.5	6.0	1.8	7.3	4.6	18.5	4.4	17.7	4.7	19.0	1.9	7.7
$10,000 to $39,999	62.6	100.0	.6	1.0	.6	1.0	12.2	19.5	4.5	7.2	5.5	8.8	9.0	14.3	7.9	12.6	15.1	24.1	7.2	11.5
Less than $10,000	91.7	100.0	1.1	1.2	2.4	2.6	11.7	12.8	8.1	8.8	12.0	13.1	6.4	7.0	7.8	8.5	28.5	31.1	13.7	14.9
No reply	13.8	100.0	-	-	.2	1.5	3.5	25.4	.4	2.9	1.0	7.2	1.3	9.4	.9	6.5	4.9	35.5	1.6	11.6

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 66

PUBLIC EATING PLACES SERVING FISH AND SHELLFISH INDICATING WHETHER OFFERING "FRESH" FISH AND SHELLFISH WOULD OR WOULD NOT HELP SELL MORE FISH AND SHELLFISH MEALS

(Number of establishments in thousands)

Species and geographic region	All establishments		Would help sell more meals		Would not help sell more meals		Do not know		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total										
Fish	208.1	100.0	97.5	46.9	78.7	37.8	19.0	9.1	12.9	6.2
Shellfish	208.1	100.0	76.3	36.7	92.8	44.6	22.1	10.6	16.9	8.1
Region										
Northeast										
Fish	68.0	100.0	29.2	43.0	28.3	41.6	6.2	9.1	4.3	6.3
Shellfish	68.0	100.0	25.7	37.8	30.0	44.1	6.5	9.6	5.8	8.5
North Central										
Fish	59.7	100.0	25.6	42.9	23.2	38.9	7.1	11.9	3.8	6.3
Shellfish	59.7	100.0	15.2	25.5	30.6	51.2	8.1	13.6	5.8	9.7
South										
Fish	45.9	100.0	25.4	55.3	14.2	30.9	3.1	6.8	3.2	7.0
Shellfish	45.9	100.0	21.0	45.7	16.9	36.8	4.3	9.4	3.7	8.1
West										
Fish	34.5	100.0	17.3	50.2	13.0	37.7	2.6	7.5	1.6	4.6
Shellfish	34.5	100.0	14.4	41.7	15.3	44.4	3.2	9.3	1.6	4.6

Table 67

PUBLIC EATING PLACES SERVING FISH AND SHELLFISH OFFERING OPINION AS TO WHETHER GREATER SALES OF FISH AND SHELLFISH WOULD RESULT FROM MORE PUBLICITY OF BENEFICIAL QUALITIES OF FISH AND SHELLFISH

(Number of establishments in thousands)

Geographic region	All establishments		Would help		Would not help		Don't know		No reply	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	208.1	100.0	107.8	51.8	54.6	26.2	43.6	21.0	2.1	1.0
Region										
Northeast	68.0	100.0	34.4	50.6	18.9	27.8	14.4	21.2	.3	.4
North Central	59.7	100.0	29.9	50.1	16.8	28.1	12.1	20.3	.9	1.5
South	45.9	100.0	25.0	54.5	10.3	22.4	9.9	21.6	.7	1.5
West	34.5	100.0	18.5	53.6	8.6	24.9	7.2	20.9	.2	.6

Table 68

PUBLIC EATING PLACES SERVING FISH AND SHELLFISH INDICATING INTEREST IN BOOKLETS OR DEMONSTRATIONS OFFERED BY THE UNITED STATES DEPARTMENT OF THE INTERIOR ON HOW TO HANDLE AND PREPARE FISH AND SHELLFISH

(Number of establishments in thousands)

Geographic region	All establishments		Interested in booklets or demonstrations		Not interested in booklets or demonstrations		No reply	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	208.1	100.0	110.6	53.2	94.5	45.4	3.0	1.4
Region								
Northeast	68.0	100.0	34.3	50.4	33.1	48.7	.6	.9
North Central	59.7	100.0	32.6	54.6	26.3	44.1	.8	1.3
South	45.9	100.0	25.0	54.4	20.0	43.6	.9	2.0
West	34.5	100.0	18.7	54.2	15.1	43.8	.7	2.0

Table 69

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING TYPE OF PROBLEM TO BE COVERED BY BOOKLETS OR DEMONSTRATIONS OFFERED BY THE UNITED STATES DEPARTMENT OF THE INTERIOR, BY GEOGRAPHIC REGION

(Number of establishments in thousands)

Geographic region	All establishments		Need recipe for preparing fish and shellfish		Methods of pricing		Tasty and attractive preparations		How to prepare with least odor		Proper methods of handling and preparation	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	110.6	100.0	23.6	21.3	.3	.3	16.6	15.0	.4	.4	13.2	11.9
Region												
Northeast	34.3	100.0	9.4	27.4	.2	.6	4.7	13.7	.1	.3	4.0	11.7
North Central	32.6	100.0	5.7	17.5	.1	.3	5.8	17.8	.3	.9	4.7	14.4
South	25.0	100.0	5.5	22.0	-	-	2.0	8.0	-	-	2.2	8.8
West	18.7	100.0	3.0	16.0	-	-	4.1	21.9	-	-	2.3	12.3

Geographic region	Practical menus for given area		New methods		Useful material		How to store		How to tell fresh fish and shellfish when buying		Don't know		Other problems	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	.6	.5	15.6	14.1	11.8	10.7	4.1	3.7	1.4	1.3	13.9	12.6	9.1	8.2
Region														
Northeast	.1	.3	3.7	10.8	4.2	12.2	.7	2.0	.5	1.5	4.7	13.7	2.0	5.8
North Central	.2	.6	5.0	15.3	3.0	9.2	1.5	4.6	.5	1.6	2.8	8.6	3.0	9.2
South	.3	1.2	3.4	13.6	3.2	12.8	1.0	4.0	.3	1.2	4.0	16.0	3.1	12.4
West	-	-	3.5	18.7	1.4	7.6	.9	4.8	.1	.6	2.4	12.8	1.0	5.3

Table 70

PUBLIC EATING PLACES SERVING NO FISH OR SHELLFISH REPORTING REASONS FOR NOT SERVING FISH OR SHELLFISH MEALS

(Number of establishments in thousands)

Category	All establishments		No storage space		Insufficient demand		Sell only specialty		Too much work involved		Can't get fish in form wanted		No food or meals served	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States Total	189.7	100.0	13.3	7.0	46.2	24.4	61.7	32.5	4.6	2.4	.6	.3	51.8	27.3
Region														
Northeast	43.2	100.0	2.0	4.6	19.1	44.2	14.4	33.4	1.0	2.3	-	-	4.4	10.2
North Central	64.9	100.0	6.0	9.2	12.0	18.5	15.0	23.1	1.1	1.7	-	-	27.5	42.4
South	54.4	100.0	4.5	8.3	9.6	17.7	21.7	39.9	1.8	3.3	.5	.9	12.3	22.6
West	27.2	100.0	.8	2.9	5.5	20.2	10.6	39.0	.7	2.6	.1	.4	7.6	28.0
Type of establishment														
Restaurants	21.0	100.0	2.1	10.0	10.1	48.1	4.3	20.5	.8	3.8	.5	2.4	.6	2.9
Cafeterias	.6	100.0	.1	16.7	.1	16.7	.3	50.0	.1	16.6	-	-	-	-
Restaurants or cafeterias located in hotels	1.4	100.0	.1	7.2	.5	35.7	.1	7.2	-	-	-	-	.1	7.1
Drug or proprietary stores with fountain service	29.8	100.0	2.0	6.7	2.5	8.4	11.2	37.6	.3	1.0	-	-	12.1	40.6
Other 1/	136.9	100.0	9.0	6.6	33.0	24.1	45.8	33.4	3.4	2.5	.1	.1	39.0	28.4
City Size (population)														
500,000 or more	25.9	100.0	1.2	4.6	9.0	34.7	6.8	26.3	.2	.8	-	-	7.2	27.8
100,000 to 499,999	29.6	100.0	2.1	7.1	4.7	15.9	11.0	37.2	.8	2.7	-	-	9.4	31.8
25,000 to 99,999	27.7	100.0	.7	2.6	4.7	17.0	9.5	34.3	.7	2.5	.2	.7	10.5	37.9
2,500 to 24,999	33.0	100.0	3.4	10.3	8.3	25.2	11.4	34.5	1.6	4.9	.1	.3	6.4	19.4
Less than 2,500	73.5	100.0	5.9	8.0	19.5	26.6	23.0	31.3	1.3	1.8	.3	.4	18.3	24.9
Annual Sales Size (from food)														
$100,000 or more	.5	100.0	-	-	.1	20.0	.1	20.0	.1	20.0	-	-	.2	40.0
$40,000 to $99,999	4.1	100.0	.7	17.1	1.1	26.8	.8	19.5	-	-	-	-	1.1	26.8
$10,000 to $39,999	22.4	100.0	1.8	8.0	6.1	27.2	8.3	37.1	.9	4.0	.1	.5	3.4	15.2
Less than $10,000	100.8	100.0	8.3	8.2	34.2	33.9	37.0	36.7	3.1	3.1	.4	.4	11.9	11.8
No reply	61.9	100.0	2.5	4.0	4.7	7.6	15.5	25.0	.5	.8	.1	.2	35.2	56.9

1/ Includes drinking places, lunch counters, and refreshment stands.

Table 70

PUBLIC EATING PLACES SERVING NO FISH OR SHELLFISH REPORTING REASONS FOR NOT SERVING FISH OR SHELLFISH MEALS - Continued

(Number of establishments in thousands)

Category	Don't know how to cook and serve it		Too costly to serve		Strong odor		Difficult to handle		Fish doesn't keep		Other reasons		No answer	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
United States Total	.2	.1	3.4	1.8	.9	.5	1.4	.7	.7	.4	3.9	2.1	1.0	.5
Region														
Northeast	-	-	1.0	2.3	.1	.2	-	-	-	-	1.1	2.6	.1	.2
North Central	.1	.2	.8	1.2	.4	.6	.6	.9	.1	.2	1.1	1.7	.2	.3
South	-	-	1.6	2.9	.2	.4	.7	1.3	.5	.9	.6	1.1	.4	.7
West	.1	.4	-	-	.2	.7	.1	.4	.1	.3	1.1	4.0	.3	1.1
Type of establishment														
Restaurants	.1	.5	.9	4.3	.1	.5	.4	1.9	.3	1.4	.6	2.8	.2	.9
Cafeterias	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Restaurants or cafeterias located in hotels	-	-	-	-	.1	7.1	-	-	-	-	.5	35.7	-	-
Drug or proprietary stores with fountain service	-	-	.3	1.0	.3	1.0	-	-	.3	1.0	.8	2.7	-	-
Other 1/	.1	.1	2.2	1.6	.4	.3	1.0	.7	.1	.1	2.0	1.5	.8	.6
City Size (population)														
500,000 or more	.1	.4	.4	1.5	-	-	.1	.4	-	-	.8	3.1	.1	.4
100,000 to 499,999	-	-	.3	1.0	.1	.3	.1	.3	.3	1.0	.7	2.4	.1	.3
25,000 to 99,999	-	-	.7	2.5	.2	.7	-	-	.2	.7	.1	.4	.2	.7
2,500 to 24,999	-	-	.9	2.7	-	-	.1	.3	.1	.3	.6	1.8	.1	.3
Less than 2,500	.1	.1	1.1	1.5	.6	.8	1.1	1.5	.1	.1	1.7	2.3	.5	.7
Annual Sales Size (from food)														
$100,000 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$40,000 to $99,999	-	-	.3	7.3	-	-	-	-	-	-	.1	2.5	-	-
$10,000 to $39,999	-	-	.7	3.1	.4	1.8	.4	1.8	.1	.4	.2	.9	-	-
Less than $10,000	.2	.2	1.9	1.9	.4	.4	.7	.7	.5	.5	2.1	2.1	.1	.1
No reply	-	-	.5	.8	.1	.2	.3	.5	.1	.2	1.5	2.4	.9	1.4

1/ Includes drinking places, lunch counters, and refreshment stands.

Appendix A

Bureau of the Census Definition of Eating and Drinking Places and Questionnaire

APPENDIX A

Bureau of the Census Definition of Eating and Drinking Places [1]

Retail establishments selling prepared food, and drinks for consumption on the premises, and also lunch counters and refreshment stands selling prepared food and drinks for immediate consumption. Restaurants and lunch counters operated as leased departments within other retail businesses were treated as part of the establishment in which they were located. However, restaurants and lunch counters operated as leased departments or concessions in businesses other than retail, are included in this classification as eating and drinking places.

Restaurants, cafeterias

Retail establishments primarily engaged in selling complete meals and having full table service facilities.

Caterers

Retail establishments primarily engaged in the preparation of food, and serving of that food elsewhere.

Lunch counters, refreshment stands

Retail establishments primarily engaged in selling limited lines of refreshments such as fruit juices, soft drinks, or short-order meals for immediate or on-premise consumption. They do not have full table service facilities. The classification also includes operators primarily engaged in selling soft drinks through coin-operated vending machines.

1/ United States Department of Commerce, Bureau of the Census, Census of Business -- 1948, Retail Trade, General Statistics, Part I.

Drinking places

Retail establishments primarily engaged in selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises, and usually known as bars, beer gardens, cabarets, night clubs, saloons, tap rooms, and taverns. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Drug or proprietary stores with fountain service

Retail establishments with fountain service which are engaged in selling drugs and medicines in any combination with such lines as cosmetics, toiletries, tobacco, candy and novelty merchandise. Excluded from this classification are those drug or proprietary stores not having fountain service.

Budget Bureau No. 42-5504; Approval Expires June 30, 1955

Form PEP-1 (5-14-55)

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

COLLECTING AND COMPILING AGENT FOR
U.S. DEPARTMENT OF THE INTERIOR

SURVEY OF PUBLIC EATING PLACES

IDENTIFICATION

C M L ☐ | KB Code | Establishment No.

Area Sample ☐

D.O. Code	PSU No.	Segment No.	Line No.

Name of Establishment _____

Address _____

City _____ State _____

Telephone Number _____ City Size Code _____

Name of person interviewed

Position

Interviewer's signature

Date

Type of establishment

- ☐ Restaurant
- ☐ Cafeteria
- ☐ Restaurant or cafeteria located in hotel
- ☐ Drinking place
- ☐ Lunch counter or refreshment stand
- ☐ Drug or proprietary store
- ☐ Other *(Specify)* _____

Section A - SALES

How many days of the week are you open for business?

_____ days

2. Specialty

- ☐ Steak or chop house
- ☐ Seafood
- ☐ Italian food
- ☐ Chinese food
- ☐ Other *(Specify)* _____
- ☐ No specialty

3. What price dinner is bought most often?

a. (Not including sales tax)

- ☐ Less than $1.00
- ☐ Between $1.00 and $2.00
- ☐ Between $2.00 and $4.00
- ☐ Over $4.00

b. In which of these groups (show respondent card form PEP-2) would you report your total receipts from food served during 1954?

- ☐ Less than $10,000
- ☐ $10,000 to $40,000
- ☐ $40,000 to $100,000
- ☐ Over $100,000

4. a. Do you have cold storage which is used or could be used for keeping frozen fish? ☐ Yes ☐ No

b. Is your use of frozen fish limited by the lack of sufficient or convenient storage space? ☐ Yes ☐ No

c. Do you serve fish or shellfish? (If **Yes** continue - if **No** skip to Section D) ☐ Yes ☐ No

	Pounds
5. a. About how many pounds of frozen fish do you now have in your freezer or cold storage? *(Estimate is satisfactory)*.....	
b. About how many pounds of frozen shellfish do you now have in your freezer or cold storage? *(Estimate is satisfactory)*.....	

6. Of the total fish and shellfish you purchased during 1954, what percent (proportion) is bought during each of the following 3 months period?

	Percent (Proportion)
January to March.....	%
April to June.....	%
July to September.....	%
October to December.....	%

	Number	Percent
7. a. How many main dish meals (entrees) have you served for lunch and dinner during the last 7 days?		
b. How many or what percent were served as lunch?	or	%
c. How many or what percent were served as dinner?	or	%
8. a. How many fish and shellfish main dish meals have you served for lunch and dinner during the last 7 days?		
b. How many or what percent were served at lunch?	or	%
c. How many or what percent were served at dinner?	or	%
9. a. How many sandwiches did you serve during the last 7 days?		
b. How many or what percent of your total sandwiches were fish or shellfish? ..	or	%

10. How many servings do you get from one pound of fish filet?

_____ servings

11. In their order of importance, what 3 kinds (species) of fish, excluding shellfish, did you sell the most of during the last 12 months? *(List below in their order of number of fish dishes served).*

(1)_____ (2)_____ (3)_____

What do you consider to be the reason or reasons for such preferences?

_____

_____

_____

12. In their order of importance, what 3 kinds (species) of shellfish did you sell the most of during the last 12 months? *(List below in their order of number of shellfish dishes served.)*

(1)_____ (2)_____ (3)_____

What do you consider to be the reason or reasons for such preferences?

_____

_____

_____

13. a. Do you offer greater selection of fish and shellfish main dish meals on certain days?

☐ Yes
☐ No

b. If **Yes** - on what day or days do you have the greatest selection of fish and shellfish dishes?

☐ Sunday
☐ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday
☐ Saturday

14. a. Are there days of the week when you usually do not offer fish or shellfish dishes?

☐ Yes
☐ No

b. If **Yes** - which days and why?

_____

_____

_____

_____

15. Is your summer menu price of fish higher, lower the same as your winter menu price?

☐ Higher in summer
☐ Same
☐ Lower in summer

16. Is your profit, per serving, from fish and shellfish more, the same, or less than your profit from steak, roast beef, roast pork or chicken?

	Steak	Roast Beef	Roast Pork	Chicken
More.....	☐	☐	☐	☐
Same.....	☐	☐	☐	☐
Less.....	☐	☐	☐	☐
Do not serve	☐	☐	☐	☐

17. What are some of the disadvantages, if any, of serving fish and shellfish as a food item?

Fish_____

_____

_____

_____

Shellfish_____

_____

_____

Section B - PURCHASE

18. a. Now about the fish and shellfish you purchase. Nowadays the consumer can buy food in a variety of ways. For example, he can buy fresh, frozen, canned and precooked foods.

What percent of your total pounds of fish and shellfish purchases are bought in the following ways:

	Percent of total purchased
Frozen uncooked.....	%
Frozen precooked.....	%
Frozen breaded uncooked.....	%
Frozen breaded cooked.....	%
Fresh.....	%
Canned.....	%
Other.....	%

b. From what type of supplier do you usually receive fish and shellfish?

- ☐ Wholesaler
- ☐ Retailer
- ☐ Other *(Specify)*_____

c. How far is your supplier(s) from your establishment?

- ☐ Less than 10 miles
- ☐ 10 - 50 miles
- ☐ 50 - 100 miles
- ☐ More than 100 miles
- ☐ Don't know

d. About how often do you order frozen fish or shellfish?

_____

_____

e. Does the supplier usually deliver your fish or do you pick it up yourself?

- ☐ Supplier delivers
- ☐ Pick it up

f. Do you believe that there is a need for a grade or quality standards for the fish and shellfish you buy?

- ☐ Yes
- ☐ No
- ☐ Don't know

19. Do you have any suggestions or ideas on how the fish industry might help you to sell more fish and shellfish (such as better or quicker service from wholesaler, better quality fish, etc.)

Comments_____

_____

20. a. In terms of total pounds, what are the principal kinds (species) of fish and shellfish that you bought during the last 7 days? *(List kinds in Column (a))*

b. How many pounds of each? *(Column (b))*

c. What was the cost per pound? *(Column (c))*

Type	Name (a)	Total number of pounds (b)	Cost per pound (c)
Fresh	1.		
	2.		
	3.		
Frozen	1.		
	2.		
	3.		
Canned	1.		
	2.		
	3.		
Other *(Specify)* _____	1.		
	2.		
	3.		

Section C - PROMOTION

21. a. Which of the following methods have you used to promote the sale of **fish** or **shellfish** meals?

- ☐ (1) Separate menu for fish
- ☐ (2) Window display
- ☐ (3) Newspaper advertising
- ☐ (4) Radio or TV advertising
- ☐ (5) Featured special on menu
- ☐ (6) Suggestions by waiters
- ☐ (7) Other *(Comment)*_____

b. Which two of the above-mentioned methods have you found to be most effective?

List number(s)_____

☐ None ☐ Don't know

c. Do you believe that offering "fresh" fish would help to sell more fish meals?

d. Do you believe that offering "fresh" shellfish would help to sell more shellfish meals?

22. a. Do you think you would sell more fish and shellfish if the beneficial qualities (vitamin content food value, etc.) of fish were publicized more

- ☐ Yes
- ☐ No
- ☐ Don't know

b. Would you be interested in booklets or demonstrations for your chefs, on how to handle and prepare fish if the Department of Interior should offer them in your area?

- ☐ Yes
- ☐ No

c. If **Yes** - what type of problem should it cover?

Section D

(Ask only if the answer to question 4c was "NO.")

23. Why is it that you do not serve fish or shellfish meals?

Obtain a lunch and a dinner menu for as many of the last 7 days as are readily available and attach them to this questionnaire.

MAKE SURE THAT ALL CLASSIFICATION DATA ARE COMPLETED ON THE FIRST PAGE

Remarks

Appendix B

Sample Design and Procedure for Selecting Establishments in the Survey

Appendix B

Sample Design

The sampling operation for the nationwide survey of public eating places was performed at two distinct levels.

1. The selection of primary sampling units consisting of metropolitan areas or certain combinations of non-metropolitan counties from the more than 2,000 combinations of counties in the United States. There were 230 of these primary sampling units selected for this study.

2. The selection of small pieces of land (segments) from within the selected primary units for interviewing all public eating places within the chosen segments.

The probability of selection of any given eating place in the sample is then the probability of selecting the land on which the establishment is located.

Selection of Primary Sampling Units

The 2,000 combined counties that serve as primary sampling units were classified into one of four groups.

Group I consisted of the 12 largest metropolitan areas. Group II consisted of the primary units which contained a city with 50,000 inhabitants or more in 1950. Group III consisted of the primary units having less than 25 percent of the population residing on farms and certain others having a very high in-migration rate between 1950 and 1953. Group IV consisted of all the other primary units and contained more than three quarters of the farms and farm population of the country in 1950.

The primary units had been further classified into sub-groups to form the primary strata. In group I, each metropolitan area occupied its own separate primary stratum. In groups II and II primary strata had been formed based on geographic and economic characteristics. In group IV, the primary strata had been formed based on agricultural characteristics. In total, 230 primary strata had been formed.

From each primary stratum 1 primary sampling unit was selected. The distribution of sample primary units used in this survey is shown in the map (see page 10).

In addition to the area sample design the survey utilized the Census Bureau's Current Mailing List of certain large establishments outside of the sample areas.

Procedure for Selecting Establishments in the Survey

The Public Eating Place Survey sample includes 4,630 retail establishments in the following kinds of business: (1) eating places (2) drinking places (3) drug and proprietary stores and (4) hotels serving meals. The sample allocated to each of these kinds of business was approximately proportionate to the estimated value of their sales of meals (from the 1948 Census of Business). The sample for the first three kinds of business was drawn as a subsample from the sample used by the Bureau of the Census for the Monthly Retail Trade Report while the sample for hotels was drawn from the sample used by the Bureau of the Census in the 1953 annual report (which in turn was derived from the monthly sample materials). Since the sample for all kinds of business was based directly or indirectly on the monthly sample, this is described briefly below:

Group I Stores

These stores are located in Census primary sampling units. The primary units are combinations of counties which have been grouped into 230 strata comprising the entire United States. From each stratum, one primary unit was selected as a sample primary unit. Within these 230 primary sampling units stores are selected in two ways:

1. Stores which has sales above a specified criteria in 1948 were taken with certainty (Current Mailing List stores).

2. Stores located in a sample of land segments within the primary sampling unit. These land segments were selected with known probability and designated in 12 panels (one for each calendar month) so that in general, a different group of land segments is for each month.

The results of this stratification and subsampling is that the stores in item one above are selected with probability equal to the probability of selection of the primary sampling unit and the stores in item two above are selected with a probability of 1 in 200.

Group II Stores

All organizations which reported operating 11 or more establishments in 1948 were taken regardless of location.

The sample in each kind of business was allocated to the components described above in approximate proportion to their importance in total sales.

Eating Places

All establishments (group I stores) which the Census Bureau personally enumerated in land segments during December 1954, and January and February 1955 were selected. From lists of large stores located in primary sampling units 410 establishments were chosen with probabilities proportionate to their weighted sales-size in January 1955. From the lists of group II stores a sample of 240 establishments was drawn by first selecting organizations with probabilities proportionate to the organization sales in January 1955 and then selecting establishments from the organizations with equal probability.

Drinking Places and Drug and Proprietary Stores with Fountain

This sample was drawn in the same manner as for eating places with the following modifications. Only one month's panel of land segments (February) was used and from the lists of large stores in primary sampling units 20 drinking places and 70 drug and proprietary stores with fountain were chosen. From the lists of group II organizations one drinking place and 70 drug and proprietary stores with fountain were selected.

The sample of hotels was selected from a list compiled in connection with an annual survey taken for 1953 which employed the Monthly Retail Trade sample design. From this list 444 hotels were selected with probabilities proportionate to their weighted 1953 annual sales of meals and alcoholic beverages.

Appendix C

How to use Tables C-I through C-VI to Approximate Coefficients of Variation

Appendix C

How to Use Table C-I to Approximate Coefficients of Variation

Find the line on table C-I which is nearest to the number of establishments in the estimate for which the coefficient of variation is desired. For any estimate except one involving a breakdown by type of establishment obtain the approximate coefficient of variation from the first column. If the estimate is for a particular type of establishment, use the second or third column depending on the type of establishment.

As an example of the use of the table consider the estimates of the number of public eating places obtaining their supplies from wholesalers (table 55). In the Northeast region, an estimated 45,200 establishments received their supplies from wholesalers. Table C-I indicates the approximate coefficient of variation of this estimate is 8 percent. An estimated 81,300 restaurants received their supplies from wholesalers. Reading from the second column of this table, we would place the coefficient of variation of this estimate between 4 percent and 6 percent.

Table C-I can also be used to compute the approximate coefficients of variation of percentages of establishments. In this case, to find the approximate coefficient of variation in table C-I, first divide the estimate in terms of number of establishments by one minus the estimated proportion. For example, consider again establishments in the Northeast obtaining supplies from wholesalers, but this time as a proportion of all establishments serving fish or shellfish in the Northeast. This proportion is 45,200 divided by 68,000 or 66 percent. 45,200 divided by 1 minus .66 is 133,000 and the coefficient of variation applying to this number according to table C-I is between 4 percent and 5 percent. It is pointed out that the result is a coefficient of variation, not a standard deviation. The standard deviation (in percentage points) can be obtained by multiplying the coefficient of variation by the percentage (in the example given, the standard deviation is 66 percent times 4 percent or about 3 percent).

Tables C-II to C-VI

In order to approximate the sampling variability (coefficient of variation) of aggregates other than the number or percentage of establishments, table C-II should be used.

For such quantitative estimates, e.g., number of pounds of frozen fish and frozen shellfish in cold storage, the approximate sampling error is found by first obtaining from table C-IV the number of establishments furnishing a non-zero report on the items. Then find the line in table C-II having the number of establishments nearest this number and obtain the coefficient of variation from the appropriate column. The coefficient of variation for the number of main dish meals and sandwiches served, and quantity, value and price per pound of certain species of fish and shellfish bought may be found in a similar manner (tables C-III, C-V, and C-VI).

Table C-I: Approximate Coefficients of Variation for Estimates of Number of Establishments

Number of Establishments in Estimate	Coefficient of Variation if Estimate Applies to -		
	All kinds of business in the survey	Restaurants or cafeterias (including those in hotels)	Drug and proprietary stores or "other" category
	Percent	Percent	Percent
100	170	130	220
200	120	92	156
500	76	58	98
1,000	54	41	70
2,000	38	29	49
5,000	24	18	31
10,000	17	13	22
20,000	12	9	16
50,000	8	6	10
100,000	5	4	7
200,000	4	3	5
500,000	2	2	3

Table C-II: Approximate Coefficients of Variation for Estimates of Quantity, Value or Price Items

Number of Establishments Reporting Given Item	Coefficient of Variation if Estimate Applies to -					
	Quantity or Value Item			Price Item		
	All kinds of business in the survey	Restaurants or cafeterias (including those in hotels)	Drug and proprietary stores or "other" category	All kinds of business in the survey	Restaurants or cafeterias (including those in hotels)	Drug and proprietary stores or "other" category
	Percent	Percent	Percent	Percent	Percent	Percent
100	210	180	310	59	51	88
200	148	127	219	42	36	62
500	94	80	139	26	23	39
1,000	66	57	98	19	16	28
2,000	47	40	69	13	11	20
5,000	30	25	44	8	7	12
10,000	21	18	31	6	5	9
20,000	15	13	22	4	4	6
50,000	9	8	14	3	2	4
100,000	7	6	10	2	2	3
200,000	5	4	7	1	1	2
500,000	3	3	4	1	1	1

Table C-III

Category	Number of Establishments Reporting		
Region	Main Dish Meals Served	Fish and Shellfish Main Dish Meals Served	Sandwiches Served
United States total	144,637	129,150	153,430
Northeast	46,834	40,142	53,071
North Central	40,718	39,095	44,014
South	33,447	29,425	34,247
West	23,638	20,488	22,098

Table C-IV

Estimated Number of Establishments Reporting:

Category	Frozen Fish and/or Frozen Shellfish in Freezer or Cold Storage	Frozen Fish in Freezer or Cold Storage	Frozen Shellfish in Freezer or Cold Storage
United States Total	104,911	86,494	72,926
Region			
Northeast	27,068	20,751	19,161
North Central	32,725	28,854	21,018
South	25,898	21,555	18,348
West	19,220	15,334	14,399
Type of Establishment			
Restaurants	61,976	52,672	43,453
Cafeterias	2,440	2,291	999
Restaurants or cafeterias in hotels	9,703	8,560	8,094
Drug or proprietary stores with fountain	3,345	2,745	1,612
Other 1/	27,447	20,226	18,768
City Size			
500,000 or more	14,985	11,539	10,105
100,000 to 499,999	12,003	9,536	8,849
25,000 to 99,999	14,322	11,631	9,968
2,500 to 24,999	22,356	19,498	15,365
Less than 2,500	41,245	34,290	28,639
Sales Size			
$100,000 or more	11,002	9,186	9,455
$40,000 to $99,999	16,883	14,049	14,325
$10,000 to $39,999	34,890	29,453	23,461
Less than $10,000	35,552	28,043	20,962
No reply as to sales size	6,584	5,763	4,723

1/ Includes drinking places, lunch counters, and refreshment stands.

Table C-V

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND TYPE OF ESTABLISHMENT

Geographic region and type of establishment	Fresh fish							
	Catfish	Flounder	Haddock	Halibut	Red snapper	Salmon	Sea bass	Whitefish
	Number	Number	Number	Number	Number	Number	Number	Number
United States - Total	4,766	14,923	8,681	9,824	2,952	5,894	3,135	2,973
Northeast - Total	-	11,094	6,600	5,822	203	2,182	772	849
Restaurants	-	5,151	3,368	2,653	203	973	397	282
Cafeterias	-	83	133	414	-	80	-	-
Restaurants or cafeterias located in hotels	-	1,592	894	951	-	840	375	300
Drug or proprietary stores with fountain service	-	200	-	-	-	19	-	-
Other[1]	-	4,068	2,205	1,804	-	270	-	267
North Central - Total	1,486	165	1,509	763	122	337	401	1,959
Restaurants	1,014	17	540	483	28	164	334	962
Cafeterias	-	67	24	-	-	-	-	-
Restaurants or cafeterias located in hotels	66	81	78	213	94	173	-	996
Drug or proprietary stores with fountain service	-	-	-	-	-	-	-	-
Other[1]	406	-	867	67	-	-	67	1
South - Total	3,154	1,726	572	33	1,889	454	1,147	18
Restaurants	2,541	1,091	356	-	1,540	133	872	-
Cafeterias	-	76	70	-	133	-	14	-
Restaurants or cafeterias located in hotels	16	233	79	33	202	54	128	18
Drug or proprietary stores with fountain service	-	55	-	-	-	-	-	-
Other[1]	597	271	67	-	14	267	133	-
West - Total	126	1,938	-	3,206	738	2,921	815	147
Restaurants or	59	893	-	2,526	315	2,002	613	4
Cafeterias	-	-	-	25	25	2	-	-
Restaurants or cafeterias located in hotels	-	578	-	455	65	584	202	76
Drug or proprietary stores with fountain service	-	67	-	-	-	-	-	-
Other[1]	67	400	-	200	333	333	-	67

1/ Includes drinking places, lunch counters, and refreshment stands.

Table C-V

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND TYPE OF ESTABLISHMENT - Continued

Geographic region and type of establishment	Fresh shellfish			Frozen fish			
	Crab	Lobster	Shrimp	Cod	Haddock	Halibut	Ocean perch
	Number	Number	Number	Number	Number	Number	Number
United States - Total	6,366	4,516	13,764	11,774	10,886	11,552	11,261
Northeast - Total	2,772	3,657	8,273	2,005	3,712	1,793	267
Restaurants	1,364	1,986	3,519	342	2,374	948	133
Cafeterias	-	-	200	67	133	138	-
Restaurants or cafeterias located in hotels	808	938	483	196	405	307	67
Drug or proprietary stores with fountain service	-	234	200	200	-	-	-
Other 1/	600	499	3,871	1,200	800	400	67
North Central - Total	160	470	652	4,446	4,485	3,736	3,394
Restaurants	76	86	230	2,697	2,545	2,731	5,053
Cafeterias	-	-	-	280	195	560	757
Restaurants or cafeterias located in hotels	84	184	222	440	283	378	94
Drug or proprietary stores with fountain service	-	-	-	200	261	-	23
Other 1/	-	200	200	829	1,201	67	2,467
South - Total	2,771	359	4,234	4,446	2,422	622	2,306
Restaurants	1,798	234	2,954	3,006	1,614	298	1,442
Cafeterias	5	75	76	140	115	94	70
Restaurants or cafeterias located in hotels	204	50	137	85	93	97	96
Drug or proprietary stores with fountain service	26	-	-	17	200	-	-
Other 1/	738	-	1,067	1,198	400	133	698
West - Total	663	30	605	877	267	5,401	294
Restaurants	559	4	339	365	-	3,502	269
Cafeterias	2	-	-	7	-	82	25
Restaurants or cafeterias located in hotels	102	26	66	105	-	199	-
Drug or proprietary stores with fountain service	-	-	-	-	200	400	-
Other 1/	-	-	200	400	67	1,218	-

1/ Includes drinking places, lunch counters, and refreshment stands.

Table C-V

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND TYPE OF ESTABLISHMENT - Continued

Geographic region and type of establishment	Frozen shellfish			Canned fish		
	Scallop	Lobster	Shrimp	Salmon	Sardines	Tuna
	Number	Number	Number	Number	Number	Number
United States - Total	6,188	8,568	46,924	9,969	2,753	24,903
Northeast - Total	2,936	3,526	9,732	3,576	1,544	13,555
Restaurants	1,611	940	4,466	684	84	3,623
Cafeterias	67	67	85	200	-	200
Restaurants or cafeterias located in hotels	455	852	1,228	225	126	467
Drug or proprietary stores with fountain service	200	400	400	200	-	1,125
Other 1/	603	1,267	3,553	2,267	1,334	8,140
North Central - Total	1,726	2,547	16,736	3,818	741	4,993
Restaurants	1,180	1,222	9,576	2,265	214	2,387
Cafeterias	79	-	287	480	200	146
Restaurants or cafeterias located in hotels	392	1,012	1,619	635	127	766
Drug or proprietary stores with fountain service	8	-	234	1	-	959
Other 1/	67	313	5,020	437	200	735
South - Total	421	774	10,499	2,325	200	2,462
Restaurants	306	546	7,344	1,353	-	542
Cafeterias	-	77	87	20	-	12
Restaurants or cafeterias located in hotels	115	151	693	65	-	260
Drug or proprietary stores with fountain service	-	-	83	217	-	350
Other 1/	-	-	2,292	670	200	1,298
West - Total	1,105	1,721	9,957	250	263	3,893
Restaurants	980	1,481	6,281	230	166	1,416
Cafeterias	-	-	100	-	-	34
Restaurants or cafeterias located in hotels	58	240	770	20	35	239
Drug or proprietary stores with fountain service	-	-	400	-	-	892
Other 1/	67	-	2,406	-	67	1,312

1/ Includes drinking places, lunch counters, and refreshment stands.

Table C-VI

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND SALES SIZE

Geographic region and sales size	Fresh fish							
	Catfish	Flounder	Haddock	Halibut	Red snapper	Salmon	Sea bass	Whitefish
	Number	Number	Number	Number	Number	Number	Number	Number
United States - Total	4,769	14,923	8,680	9,826	2,953	5,895	3,135	2,973
Northeast - Total	-	11,093	6,600	5,822	203	2,180	772	850
$100,000 or more	-	2,470	473	1,492	69	1,247	531	615
$40,000 to $99,999	-	1,434	796	1,056	67	541	178	168
$10,000 to $39,999	-	3,616	2,672	2,086	-	333	63	-
Less than $10,000	-	3,267	2,592	1,059	67	-	-	67
No reply	-	306	67	129	-	59	-	-
North Central - Total	1,488	165	1,508	763	122	337	401	1,959
$100,000 or more	-	98	62	293	82	225	-	1,275
$40,000 to $99,999	181	-	312	133	-	45	67	273
$10,000 to $39,999	573	67	734	200	40	67	67	190
Less than $10,000	534	-	333	67	-	-	267	133
No reply	200	-	67	70	-	-	-	88
South - Total	3,155	1,727	572	34	1,889	455	1,148	18
$100,000 or more	178	421	104	17	379	54	187	18
$40,000 to $99,999	484	252	67	17	373	67	87	-
$10,000 to $39,999	1,362	632	67	-	929	67	400	-
Less than $10,000	864	334	334	-	67	267	267	-
No reply	267	88	-	-	141	-	207	-
West - Total	126	1,938	-	3,207	739	2,923	814	146
$100,000 or more	28	610	-	1,128	22	1,346	318	79
$40,000 to $99,999	-	426	-	687	92	346	96	-
$10,000 to $39,999	-	267	-	510	491	510	133	-
Less than $10,000	98	467	-	662	67	467	200	67
No reply	-	168	-	220	67	254	67	-

Table C-VI

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND SALES SIZE - Continued

Geographic region and sales size	Fresh shellfish			Frozen fish			
	Crab	Lobster	Shrimp	Cod	Haddock	Halibut	Ocean perch
	Number	Number	Number	Number	Number	Number	Number
United States - Total	6,365	4,514	13,763	11,772	10,887	11,553	11,260
Northeast - Total	2,771	3,656	8,273	2,004	3,712	1,793	267
$100,000 or more	332	321	825	145	382	750	67
$40,000 to $99,999	969	1,305	1,109	540	296	342	-
$10,000 to $39,999	200	967	2,382	133	965	284	133
Less than $10,000	1,267	1,063	3,801	1,119	2,002	400	67
No reply	3	-	156	67	67	17	-
North Central - Total	160	469	654	4,446	4,485	3,735	8,394
$100,000 or more	48	224	208	524	209	844	368
$40,000 to $99,999	45	45	112	513	791	1,175	1,223
$10,000 to $39,999	-	-	67	2,193	2,196	1,086	2,668
Less than $10,000	67	200	200	816	1,138	546	3,535
No reply	-	-	67	400	151	84	600
South - Total	2,771	359	4,232	4,444	2,423	623	2,305
$100,000 or more	340	120	404	223	282	206	22
$40,000 to $99,999	376	105	486	608	541	67	79
$10,000 to $39,999	550	67	1,467	1,988	1,000	200	720
Less than $10,000	1,467	67	1,742	1,425	600	133	1,267
No reply	38	-	133	200	-	17	217
West - Total	663	30	604	878	267	5,402	294
$100,000 or more	409	30	172	114	-	1,040	25
$40,000 to $99,999	114	-	30	74	-	1,383	-
$10,000 to $39,999	73	-	2	289	267	1,200	202
Less than $10,000	67	-	200	334	-	641	67
No reply	-	-	200	67	-	1,138	-

Table C-VI

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND SALES SIZE - Continued

Geographic region and sales size	Frozen shellfish			Canned fish		
	Scallop	Lobster	Shrimp	Salmon	Sardines	Tuna
	Number	Number	Number	Number	Number	Number
United States - Total	6,187	8,568	46,923	9,970	2,752	24,903
Northeast - Total	2,937	3,525	9,732	3,576	1,544	13,555
$100,000 or more	727	763	1,671	592	118	905
$40,000 to $99,999	778	487	2,037	300	25	1,167
$10,000 to $39,999	565	742	3,108	1,467	267	4,606
Less than $10,000	734	1,400	2,467	1,200	1,134	6,660
No reply	133	133	449	17	-	217
North Central - Total	1,725	2,549	16,736	3,819	740	4,992
$100,000 or more	792	1,152	1,886	468	124	489
$40,000 to $99,999	635	493	3,653	730	283	844
$10,000 to $39,999	231	465	5,530	1,572	133	1,702
Less than $10,000	67	399	4,940	982	200	1,824
No reply	-	40	727	67	-	133
South - Total	422	774	10,499	2,325	200	2,463
$100,000 or more	87	192	965	102	-	109
$40,000 to $99,999	201	139	1,692	140	-	235
$10,000 to $39,999	67	443	4,954	1,200	200	765
Less than $10,000	-	-	2,250	750	-	1,087
No reply	67	-	638	133	-	267
West - Total	1,103	1,720	9,956	250	268	3,893
$100,000 or more	328	992	1,529	48	133	280
$40,000 to $99,999	442	442	2,684	-	-	482
$10,000 to $39,999	67	133	2,754	67	-	1,326
Less than $10,000	133	67	2,201	135	68	1,271
No reply	133	86	788	-	67	534

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